



SC-4011

**M. B. A. (Sem. II) (Full Time) & M. B. A. (THM)
(Sem. II) & M. B. A. Evening (Regular & ATKT)
Examination
April / May – 2011
Marketing Management
(New Course)**

Time : 3 Hours]

[Total Marks :100

Instructions :

(1)

नीचे दृशावेक निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
← M. B. A. (SEM. II) (FULL TIME) & M. B. A. (THM) (SEM. II) & M. B. A. EVENING (REGULAR & ATKT)	<input type="text"/>
Name of the Subject :	<input type="text"/>
← MARKETING MANAGEMENT (NEW)	<input type="text"/>
← Subject Code No. : <input type="text" value="4"/> <input type="text" value="0"/> <input type="text" value="1"/> <input type="text" value="1"/>	<input type="text"/>
← Section No. (1, 2,.....): <input type="text" value="Nil"/>	<input type="text"/>
	Student's Signature

- (2) Figures to the right of every question indicate marks.
- (3) Q. 1 and Q. 2 are compulsory. Attempt any four questions from Q. 2, 3, 4, 5 and 6.

- 1 "Commodities like milk have no competition" 18
commented a CEO. Do you agree ? Give your reasoning,
taking an example of a company you are familiar with
and discuss its marketing strategy.
- 2 You have been hired by a bank is Surat. The 16
positioning of the bank in "speedy and reliable service".
The management has asked you to develop a marketing
mix for the bank.
- 3 In what ways can a business improve the customer 16
perceived value of its offerings ? Give suitable examples.

- 4 Discuss the market penetration and market development strategies that a marketer can pursue with the help of examples. **16**
- 5 A company manufacturing fast moving consumer goods (FMCG) wants to design a channel system for its products in the rural areas. Explain the major channel alternatives available with it. **16**
- 6 A new brand of shampoo has to be launched by a leading firm in the personal care product category. After an in depth analysis of the market, the firm decided to target it to the new age young professionals. Discuss the positioning the firm can adopt and work out the communication mix (platforms) for the firm. **16**
- 7 Write notes on : (any two) **18**
- (a) Social responsibility marketing
 - (b) Price and promotion decisions in the introductory stage of the product life cycle
 - (c) Chain ratio method to estimate total current market potential
 - (d) Technology and marketing
 - (e) Marketing intelligence.
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