



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: SOM-ICRI

Course: Marketing Management

Semester: I

Program: Aviation/L & SCM/HHC Management

Course Code: MGT503

MaxMarks: 50 **Duration(mins) :** 2Hrs

Answer all of the following:

1. Niche Marketing(2)
2. Mark-Up Pricing(2)
3. WOM(2)
4. Digital Marketing(2)
5. Sales Promotion(2)

Answer any 2 of the following:

1. Define Marketing and explain various environmental factors affecting Marketing. (5)
2. Define Segmentation and explain various types and benefits of Segmentation. (5)
3. Explain various steps in Marketing Planning Process. (5)

Answer any 3 of the following:

1. Define Marketing Mix and explain the 4Ps of marketing and 7Ps of service marketing Mix. (10)
2. Explain various factors affecting Consumer Behaviour.(10)
3. Explain various strategies of a)Leaders and b)Challengers. (10)
4. Explain functions of Marketing Channels, Channel Intermediaries and Channel Structures.(10)
5. Explain a)Creating Customer Value, b)Analysing Consumer Markets.(10)

