



AJEENKYA D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: School of Management
Course: Marketing Management
Semester: Semester I

Max Marks: 50

Program: MBA
Course Code: MGT 503
Duration (Mins) :120 Mins.

Note:- Figures to the right indicates marks allotted to each question.

1. **Short answer type questions:- (Any 3)** (3 x 3 =9 Marks)
 - i.) What are the factors affecting Business Buying Decisions.
 - ii.) Explain Brand Equity use suitable example in support of your answer.
 - iii.) Differentiate between Consumer Products and Industrial Products
 - iv.) Explain briefly Push and Pull Strategy. Justify your answer with the help of relevant example
2. a) Define Market Research. Explain various steps involved in marketing research process. (5 Marks)

b) What are the five different marketing management orientations? Justify each of them with appropriate examples and state why that orientation is relevant today. (5 Marks)
3. a) Write Short Note on **any two** of the following:- (10 Marks)
 - i.) Value Proposition
 - ii.) Product Life Cycle
 - iii.) Market Targeting
 - iv.) Sales Forecasting
4. "Promotion is more beneficial for marketers than for either consumers or society. Do you agree? Justify your answer citing relevant examples (10 Marks)

OR

Explain how the low-end mobile handset makers in India realized limitations of their price oriented strategy and started brand development.

5. a) Develop a sales promotion campaign for kids apparel. (6 Marks)
- b) Define Market Segmentation. Explain the bases of Segmenting Consumer Markets with the help of suitable examples? (5 Marks)

*****BEST OF LUCK*****