



# AJEENKYA

## D Y PATIL UNIVERSITY

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### End Term Examination (December 2019)

**School:** School of Management

**Program:** MBA (BIS/MaC)

**Course:** Marketing Management

**Course Code:** MGT503

**Semester:** I

**Max Marks:** 50

**Duration (mins):** 120

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**Note: All questions are compulsory. All Questions carry equal Marks.**

1. What is Marketing Myopia? What are the self-deceiving conditions that make firms believe they are in a growth industry? How can firms avoid marketing myopia?
2. Discuss the Marketing Environment of a firm.
3. Define – (i) Segmentation (ii) Targeting (iii) Differentiation (iv) Positioning
4. Discuss the concept of Product Life Cycle. How it affects the profit potential of a firm?
5. What is Marketing Mix? What decisions do managers have to take regarding the marketing mix?

\*\*\*\*\* ALL THE BEST\*\*\*\*\*