



School of Development Studies

MBA Development Management

Batch-3rd (2023-2025)

First Year, Term 2 End Term Examinations, January 2024

CC – 608 Marketing Management

Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 2 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. Choose the most appropriate option / State True & False, as applicable for each of the following questions (1 mark each):

- Marketing is a process which aims at _____.
 - Production
 - Profit
 - Selling
 - Satisfaction of consumer
- Out of the following, _____ is **NOT** one of the three levels of a product.
 - Core
 - Augmented
 - Actual
 - Fragmented
- When a company distributes its products through a channel structure that includes one or more resellers, this is known as Indirect marketing, (True/False)
- Catalogues, sponsored events, and digital media presence are closely associated with the marketing mix activity of?
 - Product development
 - Pricing
 - Promotion
 - Sales
- The marketer focuses on product awareness, trial, and expansion in this stage of the product life cycle.
 - Growth Stage
 - Decline Stage
 - Maturity stage
 - Introduction stage

Part B

(Maximum Marks: 15)

Answer **any three** of the following questions, in brief.

- Q2. Differentiate between price skimming and penetration pricing. (5)
- Q3. Explain the push and pull strategy with example. (5)
- Q4. Elaborate the steps of market plan. (5)
- Q5. Differentiate between price skimming and penetration pricing. (5)
- Q6. Explain the push and pull strategy with example. (5)
- Q7. A company is into consumer durables like TV, Refrigerators etc. wants to enter Indian Rural Markets. They are already a leading player in the urban domestic market backed by superior design and technology in India. The company has appointed you as the marketing manager for the rural operations. Based on your knowledge of rural markets. Suggest ways to rural distribution. (5)

Part C

(Maximum Marks: 30)

Answer **any two** of the following questions, in detail.

- Q8. Having identified the rural market potential, your company is keen to promote its economic range of cooking gas stoves in the rural market. What is the marketing mix you would suggest to the company? (15)
- Q9. What do you mean by market segmentation? Discuss the ways to segment the market using suitable example. (15)
- Q10. Why sustainable marketing is important for business, giving relevant examples? What are the different principles of sustainable marketing? (15)
- Q11. Explain the various stages of product life cycle with example. (15)
- Q12. Discuss the steps of internal and external environment scanning taking suitable example. (15)