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STUB am (v) / mkt mgt.

Q. P. Code: 22299

Time: 2.30 hours

Marks: 75

Note: 1. All questions are compulsory
2. Figures to the right indicates full marks

Q1. Answer any two from the following: 15

- Define marketing management. Discuss the need of marketing management.
- Explain briefly the impact of micro environment factors on the Indian marketing.
- Write a note on C. K. Prahalad's "Bottom of the Pyramid".

Q2. Answer any two from the following: 15

- Elucidate various steps in strategic marketing planning process.
- "Marketer should conduct SWOT analysis before framing marketing strategy". Elaborate the statement.
- Describe Michael Porter's five forces model.

Q3. Answer any two from the following: 15

- Give the classification of Industrial goods.
- State the steps in new product development process.
- Define product positioning. Discuss any six product positioning strategies with the help of examples.

Q4. Answer any two from the following: 15

- What are the external factors affecting pricing of a product?
- With the help of example, explain any two methods of pricing in detail.
- Describe various steps in pricing of a product.

Q5. A. Fill in the blanks with suitable option 05

- Macro environment of business includes _____ environment factor
a) Customers b) Suppliers c) Investors d) Demographic
- _____ is one of the internal factors that can be strength of the organization
a) Planned marketing factors b) Water c) Ecology d) Competitive forces
- _____ product exceeds customer satisfaction.
a) Potential b) Expected c) Augmented d) Core
- _____ is one of the objectives of pricing
a) Price leadership b) Market failure c) Process d) None of these
- _____ technique of pricing is one of the pricing methods.
a) Skimming b) Penetration c) Value d) Differential

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B. State whether the following statements are True or False.

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1. International environment has no impact on the marketing of the firm.
2. Marketing strategy is framed to achieve short term objectives.
3. Customer value hierarchy shows level of customer's satisfaction after the purchase of products.
4. There is no need to alter marketing strategies in different Product Life Cycle stages.
5. Deciding pricing and product model in rural areas is a challenging task.

C. Match the following.

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| 1) The growth of Middle class | a) Impulse goods |
| 2) Marketing strategy Implementation | b) Customers, Company, Competition |
| 3) Kenichi Ohmae model | c) Political voice |
| 4) Image of firm | d) Resources & System |
| 5) Chocolate | e) Internal factor of pricing |
| | f) Staple goods |
| | g) Franklin D Roosevelt |
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