

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

MBA (Executive) (Sem.-2)
MANAGING THE MARKETING DIMENSION

Subject Code : MBX-202

Paper ID : [74219]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains TEN questions carrying TWO marks each and students has to attempt any EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of SEVEN questions each carrying SEVEN marks each and student has to attempt any FIVE questions.
3. SECTION-C is consisting of ONE Case Study carrying NINE marks.

SECTION-A**Q1. Discuss the concepts (Briefly) :**

- a) Societal marketing
- b) Product design
- c) Customer loyalty
- d) Relationship marketing
- e) Sales promotion
- f) Media decision
- g) Pricing Methods
- h) Viral marketing
- i) Targeting
- j) 4P's of marketing

SECTION-B

2. Define marketing mix.” explain four P’s of marketing mix.
3. Explain segmentation and its applications in industry.
4. How can brands become value proposition? Discuss.
5. With suitable examples bring out the different stages of product life cycle. How would a marketing manager deal with them? Cite examples.
6. Write a note on network marketing.
7. Compare merits and demerits of sales promotion.
8. Elaborate the selling concept. What is a well managed sales force?

SECTION-C**9. Case study :**

Food and clothing has always been the necessities of human beings for their survival. Globally, all over the world firms are trying to fulfill the demand of the growing population and projecting much greater demand with rapid growth in population for future years. As the years are passing by, there is a significant growth in people's income and incentives resulting in creating more demand over the years. Global supply chain strategies have led bigger retail chains to compete each other within a market where customer's satisfaction is at highest priority. As the income of people began to increase the need to eat healthy increased too. With many factors contributing to the growth notably the increase in the income level of the people, preference to home cooked food over the take-out foods, increasing health awareness, growing population and increasing perception to have a wide variety of choices. Over the past five years the growth of the supermarkets and grocery stores are enormous in terms of both the revenue and the number of new outlet opened. Food and beverage industries can be considered as the evergreen industrial firms working over their retail chain expansions all over the world to sustain in the competitive market. Each of these factors contributed in a significant way like increasing health awareness and preference for home cooked food over take out foods led to increase in sales of premium, organic and all-natural brands. They are priced higher than the regular products. These premium, organic and all-natural brand products come with risks of less shelf life and logistical difficulties. These impacted the small retailers more than the large chain stores.

Question :

Q. If you are made the marketing manager of one such chain how would you go about doing demand analysis?