



# Sanjay Ghodawat University, Kolhapur

2018-19

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

FY BBA

School of Commerce and  
Management

Department:- Management

Course Code : MBC 102  
(New)

Course Title:- Marketing  
Management (New)

Semester – Even

Day and Date :- *Monday*  
*20th Mar, 2019*

End Semester Examination

Time: 3 hrs, Max Marks: 100  
(10:30 to 1:30 pm)

Instructions:

- 1) All Questions are compulsory.
- 2) Answer of optional question will not be considered for evaluation.

		Marks	Level	COs
<b>Q.1</b>	<b>Answer the following</b>			
a)	True & False (Answer any 5)	10	L1	1
	1) Philip Kotler defines Marketing is social & managerial process.			2
	2) 'Information' is not a marketing entity.			3
	3) Strengths of company include core competencies such as proprietary technology, skills, resources, market position, patents, and others.			
	4) PEST Analysis is one part of SWOT Analysis, which examines only external forces.			
	5) Market segmentation is the sub-dividing of a market into homogenous sub-sets of consumers.			
	6) 'Education' factor comes under Psychographic Segmentation.			
b)	Answer the short questions (Answer any 5)	10	L1	4
	1) Define the term Consumer Behaviour.			5
	2) List the different levels of Product.			6
	3) Can you recall the 'Commercialization' stage in New Product Development?			
	4) Write a list of elements of promotion mix.			
	5) What is meant by E – Commerce?			
	6) Which is the basis of Relationship Marketing?			
<b>Q.2</b>	<b>Answer the following</b>			
a)	How would you express about company orientation towards marketing?	10	L2	1
	OR			
a)	Describe the Nature of Marketing.	10	L2	1
b)	Explain Micro Environment of Marketing	10	L2	2
	OR			
b)	Draw the diagram of SWOT Analysis and explain it.	10	L3	2
<b>Q.3</b>	<b>Answer the following</b>			

**ESE**

<b>Q.3</b>	<b>Answer the following</b>			
a)	List the bases of Market Segmentation for consumer market. OR	10	L1	3
a)	Examine the Market Targeting Strategies with suitable example.	10	L4	3
b)	How would you adopt consumer buying decision making process during purchase of smartphone? OR	10	L3	4
b)	Describe the cultural & social factors affecting on consumer behaviour.	10	L2	4
<b>Q.4</b>	<b>Answer the following (Any 2)</b>			
a)	Identify and explain different types of Products.	10	L2	5
b)	What is the process of New Product Development?	10	L1	5
c)	Use suitable examples and explain 7 P's of Marketing	10	L3	5
<b>Q.5</b>	<b>Answer the following (Any 2)</b>			
a)	Memorize advantages & disadvantages of E - Commerce	10	L1	6
b)	Summarize the different methods of E – Marketing.	10	L2	6
c)	Illustrate the principles of Green Marketing.	10	L3	6

\*\*\*\*\*

**ESE**