

	Sanjay Ghodawat University, Kolhapur Established as State Private University under Govt. of Maharashtra. Act No XL, 2017	2017-18
Year and Program 2017-18 MBA FY	School of Commerce and Management	Department: Management
Course Code MMC 506 10:30 AM to 1:30 PM.	Course Title:- Marketing Management	Semester – Even (II)
Day and Date 26th May 18	End Semester Examination	Time: 3 hrs, Max Marks: 100

Instructions:

1) All Questions are compulsory.

	Marks	COs
Q.1		
a) Suggest buyers' profile, need and want of following products I) Household detergent II) Expensive family car III) Expensive sport car IV) Expensive high definition Camera V) Truck (Heavy Commercial Vehicle)	10	CO506.4
b) A calculator manufacturing and selling company has asked you to design marketing mix for "Scientific Calculator". Suggest suitable marketing mix and justify your mix	10	CO506.4
Q.2 Answer any Two		
a) Explain requirement of effective segmentation	10	CO506.3
b) Explain product, place with two examples each	10	CO506.1
c) Explain process of marketing segmentation	10	CO506.1
Q.3 Answer any Two		
a) Explain macro marketing environment	10	CO506.1
b) Explain micro marketing environment	10	CO506.1
c) Explain importance of Consumer Behaviour	10	CO506.3
Q.4 Answer any Two		
a) Explain types of brand with example.	10	CO506.1
b) Explain classification of product	10	CO506.1
c) Explain PLC with examples	10	CO506.2
Q.5 Answer any Two		
a) Explain sales promotion	10	CO506.1

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| b) Explain advertising with five M | 10 | CO506.1 |
| c) Explain Public Relation | 10 | CO506.1 |
