

	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

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|----|---|----|---------|
| 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

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|----|---|----|---------|
| 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

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|----|--|----|---------|
| 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

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|----|--------------------------------------|----|---------|
| 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

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|----|-------------------------|----|---------|
| 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 |
