

1 SEMESTER

Roll No. ....

# END SEMESTER EXAMINATION

MBA(Executive)

PAPER CODE: EMBA-103

Nov- Dec, 2019

Time: 3:00 Hours

TITLE OF PAPER: Marketing Management

Max. Marks: 60

Note: Attempt any Five questions. All questions carry equal marks. Assume suitable missing data, if any.

1. Attempt any three of the following:
  - I. Differentiate between sales and marketing.
  - II. What contribution does marketing make to the society?
  - III. What is marketing audit? What precautions a marketer must make while conducting marketing audit?
  - IV. Explain major ethical concerns in contemporary marketing practices?
  
2. "The complexity of doing business has grown multi-folds in recent times". In light of the above statement, explain how the marketing environment is affecting the firms operating in telecom and FMCG sector?
  
3. What is the need for positioning a product/service? Which market segment bases might be most applicable to a commercial radio FM station specializing in dance- music and celebrity news/gossip?
  
4. How does an effective and sound distribution provide a long term sustainable competitive advantage to a firm? Differentiate between intensive, selective and exclusive distribution strategy. Design suitable distribution channel/s for a low cost laser printer and green tea?
  
5. The existing size of air purifier market in India is expected to be around 200-250 crores. The market is dominated by three major brands: Blue Star, Eureka Forbs and Kent. In addition to that, around sixty brands are present in unorganized category. All the brands are collectively making huge investments in educating the customers, promotion and focus on bringing the best technology. In light of the above facts:
  - I) What pricing strategy you would like to use for this product ?
  - II) Develop a suitable promotional mix for an unorganized player in this category with estimated budget of five lakhs. You are free to make suitable assumptions.
  
6. Explain the theory of Product Life Cycle (PLC)? In which stage of PLC, would you like to keep: a self driving car, an electric car and a diesel car? Justify your answer in each case.