

**M.B.A. Semester-II Examination**  
**MARKETING MANAGEMENT**  
**Paper-MBA/205**

Time : Three Hours]

[Maximum Marks : 70

- Note :—** (1) Attempt **ALL** questions.  
(2) Figures to the right indicate marks.

**SECTION—A**

1. (A) Define the term 'Marketing' and 'Marketing Management'. Explain in detail nature and scope of marketing. 14

**OR**

- (B) Discuss in detail various macro and micro-environmental factors affecting the marketing process in detail. 14

**SECTION—B**

2. (A) "Effective market segmentations gives the better results in achieving the sales targets", comment. 7  
(B) Recently ABC Ltd, A Telecom giant announced to sell its stake of ABC (India) Ltd. to XYZ Cellular (I) Ltd. Comment on the strategic marketing planning of XYZ Cellular (I) Ltd. 7

**OR**

- (C) What are various strategic marketing tools ? Explain any one in detail. 7  
(D) *Tanishq* A leading designer jewellery and diamond retail chain of TATA group started in Amravati. To popularise the *Tanishq* in the Amravati city suggest a suitable marketing segmentation plan ? 7  
3. (A) Explain in detail seven steps in the New Product development. 7  
(B) Comment and justify the pricing strategies adopted by the following product and services :  
(i) Patanjali's Health Care products.  
(ii) Mobile Service Provider like Jio. 7

**OR**

- (C) Explain the importance of Branding and Packaging in Marketing with suitable example. 7  
(D) Comment on the Product Mix strategies of the following :  
(i) FMCG products of Proctor and Gamble Ltd.  
(ii) Smart phones recently launched by Samsung (I) Ltd. 7

**SECTION—C**

4. (A) State the role and importance of physical distribution in marketing. What are types of distribution decisions ? 7  
(B) What factors will you consider while selecting channels for industrial products ? 7

**OR**

- (C) Differentiate between Retailing and Wholeselling. 7
- (D) Enumerate various channels of distribution for consume products with suitable example. 7

#### SECTION—D

5. Marico's Industries is the Rs. 26.6 bn home grown MNC brand. Initially it exported black pepper in Gujarati language 'MARU' stands for black pepper and 'co' stands for company. Their flagship brand parachute commands a Market Share of 57%.

Saffola is a 40 year old brand of Marico, which is renowned for its expertise in health conscious customer segments. The brand has launched various innovative products like heart healthy cooking oil and food items.

Saffola Gold edible oil is positioned as a premium product and is almost priced double than sunflower oil. Initially Marico used fear appeal in their ad campaigns. However the brand did not get the favourable response. Later the company used sales team to meet the reputed cardiologist across the country. In return, cardiologist referred the brand to heart-attack patients. In this way the Brand Reinforced its low cholesterol benefit for the market.

- (a) Comment and justify the personal selling (sales force) mode of promotion of saffola by Maricos. 7
- (b) Maricos decided to launch Saffola Rice, Ready to eat snacks and soups. Will the same mode of promotion of Saffola edible oil will help for product expansion of Saffola as mentioned above ? How ? 7