

AT-1408

**M.B.A. (Semester-II) Examination**  
**MARKETING MANAGEMENT**  
**PAPER—205**

Time : Three Hours]

[Maximum Marks : 70

**N.B. :—** (1) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

**SECTION—A**

1. (A) Explain the Nature and Scope of Marketing Management. Elaborate in detail various functions of the Marketing Management. 14

**OR**

- (B) "Marketing is Managing profitable Customer relationship." Justify the statement by considering the orientation towards the Market place. 14

**SECTION—B**

2. (A) What is Marketing Mix ? Explain in brief various components of Marketing Mix. 7  
(B) Use the extended '7P's' Marketing Mix to produce a checklist of the headings for a Marketing Plan for the New Project launched by the Municipal Corporation of your city. i.e. Theme and Entertainment Park like Imagica and Esselworld. Design a suitable blend of these mixes. 7

**OR**

- (C) What is STP-Segmentation, Targeting and positioning ? 7  
(D) 'PRO-KABADDI' is a popular event format initiated by the Maharashtra Kabaddi Association to popularise the game like IPL among Kabaddi lovers. Comment on the strategic Marketing Process adopted by the Association. 7  
3. (A) Define the term 'Brand'. What are the essential features of the Branding and Decisions ? 7  
(B) "Vidarbha Educational Trust-VET" is a leading educational group in the Maharashtra. They are actively engaged in the professional institutions to impart services since 50 years. Recently VET decided to diversify in the primary education. As a consultant to the 'VET', suggest suitable pricing strategies to the trust by considering Vidarbha region and nature of educational services. 7

**OR**

- (C) Explain in brief various Product Mix Decisions with suitable example. 7  
(D) Comment and justify the product life cycle stages of the following Brands in Indian Market.  
(i) Tata-NANO  
(ii) Kingfisher Airlines. 7

**SECTION—C**

4. (A) What do you understand by the term Promotion Mix ? Enumerate various components of the Promotional Mixes. 7
- (B) What are the differential features of Advertising ? Explain with suitable example. 7

**OR**

- (C) Define the term Marketing Research. What is the significance of Marketing Research ? 7
- (D) What is Advertising ? Discuss differences between Advertising and publicity. 7

**SECTION—D**

5. Mr. Rakesh Khanna is a successful business man of the AMRAVATI CITY. He is actively engaged in the garment, sport accessories business. His friend Mr. Satish Chandak advised him to diversify into the fast food retail chain by seeing growth prospects and food loving Amravati citizens. Together they have started a quick service fast food Restaurant in the residential area of the city and named it as—“FOOD ON CALL”.

FOC got a huge popularity within a year because of the following attributes :

- (1) Clearly defined and communicated service delivery standards
- (2) Effective implementation of Direct Marketing Strategy.
- (3) Customer Relationship Management practices.

They have used the Direct Marketing strategy to reach out to customers. Their advertisement initially showed the telephone numbers of their outlet and promised to deliver the fresh cooked, hot items at the Customer's doorstep in 30 minutes. This strategy is similar to leading Pizza chain in the nation, Domino's.

FOOD ON CALL distributed the printed Menu cards among the prospective segments in the city. This ensured that FOC is within easy reach of the customers at home.

Today like FOC, Domino's there are many local, regional and National food chain companies using this strategy of channel of distribution for effectively reaching out to their customers.

**Questions :—**

- (A) Analyse and evaluate the physical distribution strategy used by FOOD ON CALL. 7
- (B) Discuss various factors that may affect doorstep delivery system. Suggest some innovative ways of Direct Marketing for the food firm. 7