SHRI RAMSWAROOP MEMORIAL UNIVERSITY

End Semester Examination (2021-22)-Odd Semester

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Course Name: Marketi	ng Ma	na	gen	nent	:							Code	e: MI	MG1	013
Time: 02 Hours												Max	Mar	ks:	60
University Roll No.															
			•		•	•		•	(To	be 1	filled	l by	the S	Stud	ent)

Note: Please read instructions carefully:

- a) The question paper has 03 sections and it is compulsory to attempt all sections.
- b) All questions of Section A are compulsory; questions in Section B and C contain choice.

Section A: Very Short Answer type Questions			CLO	Marks
Attempt all the questions.				(10)
1.	Why market targeting is important? What are the factors for	BL1	CLO1	02
	determining any segment as a target segment?			
2.	"Brand Positioning is an essential tool for any firm today". Discuss	BL2	CLO3	02
	with suitable examples.			
3.	Explain the concept of Strategic Business Units in context of	BL2	CLO1	02
	strategic marketing.			
4.	"Marketing manager focuses on the customer needs, problems and	BL4	CLO4	02
	fullest knowledge of the client". In the light of the statement			
	determine the qualities of a sales person.			
5.	Explain following terms in brief with appropriate examples:	BL2	CLO1	02
	A) Competitive Advantage			
	B) Market Leader Strategies			
Section B: Short Answer Type Questions			CLO	Marks
Atte	Attempt any 03 out of 05 questions.			(30)
1.	"The terms 'Selling' and 'Marketing' are frequently used in an	BL2	CLO1	10
	interchangeable manner. However, selling is merely a tip of the			
	iceberg called as Marketing." Comment. Briefly explain various			
	functions of Marketing.			
2.	"BCG matrix has substantial meaning pertaining to investment in	BL2	CLO3	10
	various Businesses that a Firm serves." Explain BCG Matrix with			
	suitable reference.			
3.	"Marketing Research is vital for the evaluation of a sound marketing	BL5	CLO3	10
	strategy." Justify with suitable rationale. Describe various ways of			
	Data Collection.			
4.	"Marketing is turning out to be challenging task for the corporate	BL3	CLO2	10

	today. As the flux of competitors is increasing day by day and			
	today. As the flux of competitors is increasing day by day and			
	consumers are becoming market- savvy towards all marketing			
	tactics, there is a very thin scope of alluring and retaining			
	customers." Show the validity of above mentioned description of			
	Marketing in terms of Marketing Environment.			
5.	Does the company understand the role of innovations in its Industry?	BL4	CLO4	10
	Does it want to remain ahead of competitors by launching new			
	products regularly, even if the change from one product to the next			
	one is very minor, or does it rely on advertising, branding or other			
	marketing tools to stay ahead? Examine the statement in the light of			
	Porter's Generic Strategy.			
Sect	ion C: Long Answer Type Questions			Marks
Atte	mpt any 01 out of 04 questions.	BL	CLO	(20)
1.	You have been appointed as the consultant for the new start-up	BL5	CLO2	20
	company going to launch varied mobile based games and			
	applications. Present a summary of your considerations in the			
	following perspectives :			
	Environmental analysis report			
	Consumer Analysis			
	Marketing Plan			
2.	A company launched a Fairness Cream in the market with a brand	BL6	CLO3	20
2.	name 'Fairy Tale'. The brand initially did well in the market. But it	DLO	OLOS	20
	was observed that the sale of the brand has suddenly dropped down.			
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	Develop a research plan to investigate reasons and suggest measures			
	to take a corrective action.		01.04	0.0
3.	A well establish unit manufacturing ready made garments plant	BL4	CLO4	20
	introduce new machines and new methods of production. The			
	workers in the factory numbering one hundred and fifty are fearful of			
	the change resisting in many ways. What actions will you advise to			
	management to resolve the problem?			
4.	What are the determinants of Consumer Behavior? You are the	BL4	CLO4	20
	Marketing Manager of world-renowned breakfast cereal			
	manufacturing company's Indian subsidiary. How will you use your			
	knowledge of Indian consumer behavior for following situations?			
	 Exploring the market 			
	Campaigning of the product			
	Reviewing of the product performance			
