

4/10/14

Library
NO10ADQ

Sybsms
Mktg mgmt

TIME: 2½ Hrs.

Marks : 75

- Note: i) All questions are compulsory.
ii) Figures to the right indicate full marks.
iii) Illustrate your answers wherever necessary.

1. a) Define marketing. Enumerate the features of marketing. (8)
b) What is meant by e-marketing? Point out the types of e-marketing. (7)

OR

- c) Define marketing. Explain the concepts of marketing in brief. (8)
d) Define marketing. Explain the 4 P's of marketing. (7)
2. a) What is consumer behaviour? Explain the factors determining consumer behaviour. (8)
b) Define marketing research. Discuss in brief the product research. (7)

OR

- c) Define Sales forecasting. Discuss the methods / techniques of sales forecasting. (8)
d) Discuss Decision – making – units (DMUs) & its composition. (7)
3. a) Define Product. Explain the important product planning decisions. (8)
b) Discuss the issues involved in category membership? Which means to be adopted to communicate? (7)

OR

- c) What is market Segmentation? Explain the segments for segmenting consumer markets. (8)
d) Discuss the steps in new product development process. (7)
4. a) Explain with examples, different methods of pricing. (8)
b) Suggest the methods to resolve channel conflicts. (7)

OR

- a) Define Integrated Marketing Communication (IMC). Discuss the components of IMC. (8)
b) Discuss the characteristics of services. (7)

(P.T.O.)

5. Case – Study:**(15)**

A leading company, KODAK LTD. was controlling nearly 75% of the market of films and cameras, in India.

Kodak Ltd. is marketing seven models. The price range of its camera is between Rs. 15,000 and Rs. 60,000. Production department of 'Kodak Ltd.' Is ready to manufacture a new product 'WPDC – 3' which is a waterproof Disposable Camera with a price tag of Rs. 300. You can have ten snaps and then just hand it over to the developing shop. It is extremely simple to operate. You can take a picture with camera submerged up to 12 feet underwater.

There is another product 'CLICK - 2' already in the market which was launched just before one month. This Disposable Camera Price is Rs. 700/-. You can take five snaps with it but it is with Auto Development facility.

As a marketing management of 'Kodak Ltd.' Prepare a report for 'WPDC3' :

- a. Market Segmentation and Target Group. **(5)**
- b. Impact on the sale of existing models of Kodak. **(5)**
- c. Promotion plan after considering the Target Group. **(5)**