

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Odd Semester Examination (Online) March 2021

MBAI Semester

Subject Name: Marketing Management

MM: 75

Subject Code: MBA-FG-101

Time: 03Hours

Email Id of the Examiner: shahnawazabdin22@gmail.com

Email Id of the Assistant Superintendent of Exams: mba1march2021@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scannedhand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation(Example: Rabia Shaheen-2017-334-032-MBA-III-QTM)and students shall also mention the same in subject line of the email& his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: Perform a marketing environment analysis for the automobile industry.

Q2: Create a segmentation strategy for marketing of fin-tech products.

Q3: Construct a product mix of your choice for any FMCG company. Discuss the same.

Q4: Discuss some relevant and contemporary examples of brand re-positioning.

Q5: How can pricing be utilized as an effective marketing tool during the different stages of PLC? Elucidate and provide suitable examples.