Roll No..............

Master of Business Administration (MBA) I Semester Examination 2017

MBA – FG – 101

Marketing Management

Maximum Marks: 75

Time Allowed: 3 Hours

Attempt any five (05) questions. *All questions carry equal marks. You can make valid assumptions wherever required. Be precise and relevant in your approach to the paper. Write your roll number on top immediately on receipt of question paper.*

1. What are some of the most recent trends and developments in marketing concepts and applications?
2. A microwave oven manufacturer wants to develop a benefit segmentation of the microwave oven market. Suggest some possible benefit segments.
3. Discuss a possible product positioning strategy for a new national daily newspaper.
4. Construct 4Ps for shampoo and refrigerator. Explain in detail each of the elements of the marketing mix for the same.
5. How would you successfully put to use the concept of meta-market in an industry like real estate? Elaborate.
6. Construct a product mix taking the example of a company like Hindustan Unilever Limited (HUL) or Procter & Gamble (P&G). How could you expand the scope of business using the notion of product mix?
7. How might pricing strategies and tactics change over the life cycle of a product? Elucidate with examples.
8. Does an old and established brand like AMUL need repositioning? Justify your point of view.

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