

Master of Business Administration (MBA) I Semester Examination 2019

MBA – FG – 101

Marketing Management

Set 1

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. Provide some contemporary examples of the application of the notion of meta market. Explain the examples in detail.
2. A washing machine manufacturer wants to develop a demographic segmentation of the washing machine market. Please advise him/her on the same.
3. Create a suitable positioning mechanism for marketing diet snacks in metropolitan cities of India.
4. Construct 4Ps for air purifiers. Explain in detail each of the elements of the marketing mix for the same.
5. Push strategy is a manifestation of the selling concept while the pull is of the marketing concept. Do you agree? Explain your argument with suitable examples.
6. Provide some recent examples where products have been marketed as customers' solution to problems.
7. Suggest a suitable branding strategy for marketing of home theatre system.
8. What kind of a pricing mechanism would be suitable for a brand of laptop during the different stages of its PLC? Elaborate.
