

Master of Business Administration (MBA) I Semester Examination 2018

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. Can you find some suitable instances to apply the selling concept in contemporary scenario? If yes, please explain with relevant examples.
2. A refrigerator manufacturer wants to develop a benefit segmentation of the refrigerator market. Suggest some possible benefit segments.
3. How will you target markets for an App that helps people find suitable employment opportunities? Explain.
4. Construct 4Ps for high-end luxury car. Explain in detail each of the elements of the marketing mix for the same. How can you relate each element to customers' perspective?
5. Apply the notion of levels of a product to market a chain of restaurants.
6. Create a product mix of your own for FMCG business. Explain the various elements of this product mix in detail. Can your product mix be used to expand the scope of business? Explain.
7. "Branding and positioning are two sides of the same coin." Do you agree? Explain your argument with examples.
8. "Price of a product can be used as a differentiator in all markets." Do you agree? Explain your point of view.
