

Roll No.

45/19 Total Pages : 2

OMMS/M-19

13028

MARKETING MANAGEMENT

Paper : CP-202

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt 8 questions from part A (5 marks each) and 3 questions from part B (10 marks each).

PART-A

1. Write notes on:

- (a) Segment v/s Niche marketing
- (b) Marketing Intelligence
- (c) Two part pricing and businesses adopting it.
- (d) Brand Equity
- (e) Social Media Marketing
- (f) Lobbying as a PR tool.
- (g) Test Marketing
- (h) Positioning planks.
- (i) Departmental v/s Specialty Stores
- (j) Ethical Marketing.

PART-B

2. Digital marketing and Big data are shaping modern day marketing. Comment. How do you visualise marketing future 10 years down the line?

3. Devise a detailed marketing research plan to measure satisfaction level of customers towards an online grocery retailer.
4. Discuss applicable strategies for marketers having their products in maturity and decline stages of product life cycle. Till what time they can continue with their products in decline stage.
5. Devise a detailed advertising plan centred around Mission, Money, Media, Message and Measurement for a luxury MUV car manufacturer operating in India,
6. How do you see present day economic, political and socio-cultural environment of India as applicable for a multinational real estate tycoon?