

FACULTY OF MANAGEMENT STUDIES

UNIVERSITY OF DELHI

Semester Examination-2016

MBA(FT)-I

Name of Examination: MBAFT6105

Paper Title : Marketing Management

Paper Number: 6105

Time : 3 Hours

Maximum Marks: 50

Answer any five questions. All questions carry equal marks.

1. A firm is planning to get into the business of online selling of bathroom accessories for luxury homes. Suggest the various suitable bases for segmenting the market and also the targeting plan for it.
2. A large car fragrance manufacturer wants to increase its market share through multi-channel distribution plan. List the important factors that need to be considered while designing an appropriate channel of distribution for it. Also suggest various suitable channels for this firm to reach the customers.
3.
 - a. Explain the difference between cost based and competition based pricing methods.
 - b. Discuss the relevance of value based pricing strategies for firms in telecom sector in the present market scenario.
4. A national chain of dental clinics is planning to introduce family package for 'scaling and polishing' of teeth at lower price point in the market with an objective of capturing market share. Suggest a suitable promotion mix and media mix for it.
5. Select a product from any industry of your choice and identify its present stage in product-life-cycle. Discuss the characteristics and implications of the stage for its marketing strategy.

6.
 - a. Discuss the influence of macro environmental factors on the marketing programme of the firms in car industry.
 - b. Discuss the application of marketing concepts for non-profit organisations.
7. Explain the following growth strategies in the context of McDonald's:
 - i. Market penetration.
 - ii. Market development.
 - iii. Product development.