

Seat No. : \_\_\_\_\_

**DB-113**

**December-2013**

**5 Years MBA Integrated (KS), SY MBA**

**Marketing Management**

**Time : 3 Hours]**

**[Max. Marks : 100**

- Instructions :** (1) Attempt **all** questions.  
(2) Be legible and precise.

1. (a) What is Marketing ? Explain briefly all the marketing management orientations with relevant examples. **5**
- (b) Compare and contrast core beliefs/values and secondary beliefs/values. Provide an example of each and discuss the potential impact marketers have on each. **5**
- (c) List some of the demographic trends of interest to marketers and discuss how managers are taking decisions. **10**

**OR**

- (c) Explain economic, political and socio-cultural macro environment in detail with suitable examples. **10**
2. (a) Name and describe the various types of consumer behaviour. Which one would you most likely use if deciding on a smart phone and which one for picking a coffee shop for having coffee with friends. **10**
- (b) Define marketing research. Briefly describe the steps in marketing research process. **10**

**OR**

- (a) Differentiate between primary data and secondary data. Describe the various sources of secondary data. **7**
- (b) Differentiate between exploratory research, descriptive research and causal research. **3**
- (c) What is consumer behaviour ? Discuss the stages of buying decision process for a complex purchase. **10**

3. (a) What is PLC ? List out the distinct stages of a PLC. What are the strategies that a company can use in each of these stages ? **12**
- (b) Discuss the importance of additional 3Ps in the service marketing mix. **8**

**OR**

- (a) Write a note on product line and product mix decisions. **8**
- (b) Which service characteristics an organization must consider while designing marketing programs ? Illustrate with examples. **12**
4. (a) “Companies adjust their basic price to account for various customer differences and changing attitudes.” Discuss any four types of price adjustment strategies with relevant examples. **12**
- (b) Describe the major types of VMS and provide an example of each. **8**

5. (a) What is advertising ? What are advertising objectives ? Explain 5Ms of advertising in detail with examples. **10**
- (b) Explain personal selling process in detail with relevant examples. **10**

**OR**

- (b) Explain forms of Direct Marketing with relevant examples. **10**
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