

Seat No. : _____

NF-136

December-2015

T.Y. MBA (Integrated)

Marketing Management Theory & Practice-I

Time : 3 Hours]

[Max. Marks : 100

1. (a) Explain BCG Matrix Model with the help of diagram with relevant example. **10**
(b) What is marketing ? Explain the difference between marketing and selling. Explain the concept of Guerilla marketing with the help of examples. **10**

OR

- (b) Define product & service. Explain in detail the 7p's of Marketing Mix elements. **10**
2. (a) Explain in detail Consumer Decision making process. **10**
(b) Discuss the various factors influencing consumer buying decision. **10**

OR

- (b) Write notes on : **10**
(I) Types of Consumer Buying Decision.
(II) Importance of relationship marketing in present marketing scenario.

3. Attempt any **two** : **20**
(a) Explain in detail Service Gap Model with suitable example.
(b) Assume that you have been recruited as a marketing manager for a major hospital project coming in Ahmedabad. How do you think marketing of health services will differ from marketing of goods based on the major characteristic of the health services ?
(c) For any company of your choice, briefly explain the product mix elements.

4. Describe the role and importance of tactics for fine tuning the base price and product line Pricing. **20**

OR

Explain in detail different marketing channels with intermediaries and their functions.

5. (a) Explain in detail various role and objective of promotion in marketing. **10**
(b) Explain in detail the AIDA concept of communication. **10**

OR

- (a) Briefly explain the factors affecting promotion mix in marketing.
(b) How can advertising and publicity work together ? Explain with example.

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