

Seat No. : _____

LF-135

April-2014

**T.Y. M.B.A. (KS) Integrated
Marketing Management-2 (Marketing)**

Time : 3 Hours]

[Max. Marks : 100

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

1. (a) Discuss how social changes and technological changes affects the marketing manager in taking decisions. Use illustrations. **10**
(b) Explain in detail the various entry strategies available to a firm which is wanting to go international. Discuss briefly merits and demerits of each. **10**
2. (a) Describe Marketing Research. Explain its importance in Marketing decision making. Discuss the profound impact of the internet on Market Research. **14**

OR

Describe the bases commonly used to segment consumer markets. Illustrate using relevant examples.
(b) Discuss the alternative strategies for selecting target market using examples. **6**

OR

Choose any product category (for eg. cars) and identify three different brands and their respective positioning strategies. How is each position communicated to the target audience ?
3. (a) Define the term Supply Chain Management. What are the various key processes of SCM ? **10**
(b) Classify retail operations and explain in detail the major types of formats present. **10**
4. (a) Describe Personal Selling. What are the major advantages of personal selling to the company selling a product and to the person/company buying a product. **8**
(b) Describe the use of technology to store and integrate customer data. **8**
(c) Differentiate between relationship selling and traditional selling. **4**
5. (a) What is Social Media ? Explain various tools for social media using examples. **10**
(b) What is BOP Market ? Explain successful marketing strategies for BOP. Also explain hurdles in reaching BOP. **10**

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