



Seat No. : _____

DJ-113

December-2025

Int. MBA (FS), Sem.-III

DSC-M-FS-233T : Marketing Management

Time : 2:00 Hours]

[Max. Marks : 50

- Instructions :**
- (1) Figures to the right indicate full marks.
 - (2) Do not write anything on the question paper.
 - (3) Simple calculator is allowed. Do not use a scientific calculator.

1. As a marketing manager of a new smartphone company, explain **market segmentation** and its **types** to identify your target customers. Further, discuss understanding of **consumer behaviour** and **buying motives** would help you design effective marketing strategies to influence their purchase decisions. **10**

OR

1. As a marketing executive of a company planning to launch a new beverage brand, explain how you would apply the **nature and scope of marketing research** to gather relevant market information and make informed business decisions for the product launch. **10**

2. As a product manager of an automobile company introducing an electric scooter, explain how you would apply the process of **product planning and development** to successfully launch the product in the competitive market. **10**

OR

2. As the marketing head of a leading FMCG company, explain how you would apply the concepts of **product improvement** and **product diversification** to maintain your brand's competitiveness and meet changing consumer preferences in the market. **10**

3. Explain the factors involved in Pricing Policy. Elaborate scope of a Product pricing policy. **10**

OR

3. Explain the nature of Product Pricing Policy used by businesses. How does selling below cost differ from price dumping ? Define and explain Price Discrimination. Discuss the major reasons why companies choose to implement the Price Discrimination. **10**

4. As a sales manager of a newly launched consumer goods company, explain how you would apply the process of **sales force management** to achieve your sales targets. Also, discuss the **key areas of analysis of Sales Performance and Marketing of Services** that make an effective sales plan. **10**

OR

4. What are the main factors influencing distribution channel in the marketing system ? Discuss how these factors help in choosing distribution channel for the product. **10**

5. Short Questions : **(5 out of 8)** **10**

- (1) Define Marketing Research concept.
 - (2) What is Ethnographic Research.
 - (3) Define Sales Promotion.
 - (4) What is 5Ms of Advertising ?
 - (5) Differentiate between Product Mix and Marketing Mix.
 - (6) Define Value based Pricing Strategy.
 - (7) What is Sales Forecasting ?
 - (8) Define Integrated Marketing Communication.
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