

AL-107

April-2015

T.Y. M.B.A., Integrated

TY-MM-2

Marketing Management – II

Time : 3 Hours]

[Max. Marks : 100

1. (A) Explain in detail the global marketing mix with relevant examples for each. **10**
(B) Explain how the macro-environmental factors affect expansion of a chain of fast food restaurant major like McDonalds' in India. (Answer in relevant bullet points.) **10**

2. (A) Explain in detail the segmentation bases that will be used for segmenting the following products and services. **10**
 - (1) Corrugated boxes and Cartons for packing durables
 - (2) Skin whitening Cosmetics
 - (3) Cars
 - (4) Files and Folders
 - (5) Hair Shampoo(B) Define marketing research. Enlist the major steps in the process of marketing research and explain in brief. **10**

3. (A) Explain the concept of SCM with a special focus on the various processes of SCM. **10**
(B) Explain the major types of retail operations found in India. Give examples for each. **10**

4. (A) What is the importance of personal selling in Marketing ? How traditional personal selling channel is different from the modern relationship based consultative selling ? **10**

OR

How do you generate leads in personal selling ? Explain in brief the other steps involved in personal selling process.

- (B) Explain the steps involved in the CRM cycle. Explain the following terms with respect to CRM. **10**
- (a) Data repository and data mining
 - (b) POS interaction
 - (c) predictive Modeling
5. (A) Explain the major social media tools popular these days. What is the importance of Social media in Buzz Marketing ? **10**
- (B) The BOP market is becoming very popular segment for the modern marketers. Explain the characteristics which make this segment special along with a detailed note on the problems of accessing the BOP market. **10**
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