

Seat No. : _____

DC-151

December-2018

SY MBA Integrated, Sem.-III

Marketing Management

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Explain how changes in the demographic and economic environments affect marketing decisions. 7
(B) Explain marketing management philosophies under which organizations design and carry out their marketing strategies. 7
2. List and define the major types of buying decision behaviour and the stages in the buyer decision process. 14

OR

Explain the following : (any seven)

- (i) Causal research
 - (ii) Exploratory research
 - (iii) Ethnographic research
 - (iv) Focus group interviewing
 - (v) Neuro marketing
 - (vi) Marketing research
 - (vii) Probability samples
 - (viii) Nonprobability samples
3. Describe the stages of the product life cycle and how the marketing strategies change during the product life cycle. 14

OR

- (A) Describe the decisions companies make regarding their individual products and services. 7
(B) Outline the differences between a product and service. 7
 4. Explain the role of demand and cost in price determination. 14
- OR**
- (A) Explain VMS and HMS with relevant examples. 7
(B) Explain how companies find a set of prices that maximizes the profits from the total product mix. 7

5. Explain 5M's of advertising decisions. 14

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