

Seat No. : _____

NC-132
December-2015
S.Y.MBA Integrated
Marketing Management

Time : 3 Hours]

[Max. Marks : 100

Instruction : (1) Attempt **all** Questions.
(2) Be neat and legible.

1. (a) Differentiate between Marketing and Selling orientation. According to you, which is superior and why ? **5**
- (b) Briefly discuss the building blocks of CRM. **5**
- OR**
- (b) What is Market Segmentation ? Discuss some of the bases for segmenting the market.
- (c) Discuss the macro environmental forces that may affect the marketing plans of a company. **10**
2. (a) Define consumer behaviour. Discuss the types of Buying Behaviour as given by Assael. What marketing strategies are available to a seller in each type of Buyer Behaviour ? According to you, which type of Buyer Behaviour will apply to following products : **14**
- (1) Designer Dress
- (2) Cookies
- (3) Toothbrush
- (4) Foreign Vacation
- (b) Describe briefly the various research approaches for primary data collection. **6**
3. Attempt any **two** : **20**
- (a) Differentiate between a Product and a Service. Give major classification of product and service with examples.
- (b) What is product life cycle ? Explain the stages of the PLC. What strategies a marketer can use to manage these stages ?
- (c) Identify the four characteristics that affect the marketing of services and the additional marketing considerations that services require.

4. (a) Discuss how companies adjust their prices to take into account different types of customers and situations. **10**

OR

Explain in brief “New Product Pricing” and “Product Mix Pricing”.

- (b) Discuss in detail Vertical Marketing System and Horizontal Marketing System. How are these systems superior to conventional distribution channel ? **10**
5. (a) Explain the methods used to set the total budget of advertising. **10**
- (b) What is Personal Selling ? Explain the steps in personal selling process. **10**
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