# Sanjay Ghodawat University, Kolhapur

2019-20

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

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| **Year and Program FY BBA** | **SCHOOL OF COMMERCE AND MANAGEMENT** | **Department - MANAGEMENT** |
| **Course Code – MBC 102** | **Course Title – MARKETING MANAGEMENT** | **Semester – Even (II)** |
| **Day and Date** Monday 23/12/19 | **End Semester Examination** | **Time: 3 hrs, Max Marks: 100** 10.30am to 1.30pm |

**Instructions:** 1) All Questions are compulsory.
2) Figures to right indicate marks, Bloom's level, and course outcomes

| | | Marks | Level | COs |
|---|---|---|---|---|
| **Q.1** | **Answer the Following Questions.** | | | |
| a) | **True & False (Any 5)** | 10 | L1 | |
| | 1) 'Value and satisfaction' is not included in core concept of marketing. | | | CO1 |
| | 2) Marketing is social and managerial process. | | | CO1 |
| | 3) SWOT Analysis is not an environmental analysis method. | | | CO2 |
| | 4) Environmental analysis helps in strategy formulation and decision making. | | | CO2 |
| | 5) Segmentation is a process of dividing the entire market into different subsets. | | | CO3 |
| | 6) Product positioning will not be useful for creating awareness of product. | | | CO3 |
| b) | **Answer the short questions (Any 5)** | 10 | L1 | |
| | 1) Define the term consumer behaviour. | | | CO4 |
| | 2) State your opinion about 'post – purchase behaviour. | | | CO4 |
| | 3) Recall the meaning of Product. | | | CO5 |
| | 4) Define the term advertising. | | | CO5 |
| | 5) What is meant by 'E – Marketing Strategy? | | | CO6 |
| | 6) Narrate the term 'Relationship Marketing.' | | | CO6 |
| **Q.2** | **Answer the Following Questions.** | | | |
| a) | Describe the nature of Marketing. | 10 | L2 | CO1 |
| | OR | | | |
| a) | Explain in detail core concepts of marketing. | 10 | L2 | CO1 |

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| | b) | Organize the information about micro environmental factors of marketing with suitable examples. | 10 | L3 | CO2 |
| | | OR | | | |
| | b) | Discuss in detail methods of Environmental Analysis. | 10 | L2 | CO2 |
| **Q.3** | | **Answer the Following Questions.** | | | |
| | a) | Assume you are Marketing Manager of MNC Company. Your Company would like to introduce new product in the market. As a Marketing Manager answer the following question –<br>Examine the bases of market segmentation which will help your company to introduce new product. | 10 | L4 | CO3 |
| | | OR | | | |
| | a) | Explain Market Targeting Strategies with suitable examples. | 10 | L2 | CO3 |
| | b) | Sketch the Model of Consumer behaviour and explain its elements. | 10 | L3 | CO4 |
| | | OR | | | |
| | b) | Identify the Stages of Consumer Buying Decision Process and explain it. | 10 | L2 | CO4 |
| **Q.4** | | **Answer the Following Questions. (Any 2)** | | | |
| | a) | Write about the 7 P's of Marketing Mix with suitable examples. | 10 | L1 | CO5 |
| | b) | Appraise the Methods of Price Determination. | 10 | L4 | CO5 |
| | c) | Describe the Elements of Promotion Mix. | 10 | L2 | CO5 |
| **Q.5** | | **Answer the Following Questions. (Any 2)** | | | |
| | a) | List out the E – Marketing Methods and explain it. | 10 | L1 | CO6 |
| | b) | Illustrate in detail 4P's of Green Marketing. | 10 | L3 | CO6 |
| | c) | Narrate advantages & disadvantages of E –Commerce. | 10 | L1 | CO6 |

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