

**[6430]-509**

**M.B.A.**

**201 : (GC - 09) Marketing Management  
(MM551 MJ) (2024 Pattern) (Semester - II)**

**Time : 2½ Hours**

**[Max. Marks : 50**

**Instructions to the candidates :**

- 1) All questions are compulsory.
- 2) Make suitable assumptions whenever necessary.
- 3) All questions carry equal marks.

**Q1) Solve any Five of the following: (2 marks each).**

**[ 10]**

- a) State the concept of Differentiated pricing.
- b) Define Unsought goods.
- c) Memorize the concept of Omni-channel options.
- d) Maggi instant noodles are an example of
  - i) Shopping products
  - ii) Speciality products
  - iii) Convenience products
  - iv) Unsought products
- e) Which of the following is an example of psychological pricing?
  - i) Pricing a burger at Rs. 99 instead of Rs. 100
  - ii) Offering bulk discounts
  - iii) Charging different prices in different countries.
  - iv) Selling smartphones at the same price everywhere.
- f) State the concept of Marketing Audit.
- g) Which of the following best describes phygital Retailing?
  - i) A mix of Physical and Digital shopping experiences.
  - ii) A business that only sells through digital ads
  - iii) A store that doesn't allow digital payments.
- h) State the concept of product mix.

**P.T.O.**

**Q2) Solve any Two of the following: (5 marks each)**

**[10]**

- a) Differentiate between show-rooming and Webrooming.
- b) Differentiate between consumer products and Industrial products
- c) Explain three types of pricing methods used in online marketing.

**Q3) Answer any one**

**[10]**

- a) An optical store would like to launch a new product line of spectacles targeted towards youth of India. Determine suitable channels of distribution used by the company.
- b) Determine the product mix of a leading FMCG company offering various cosmetic products across India.

**Q4) Answer any one**

**[10]**

- a) “The synergy created by a well-integrated marketing communication program is greater than the sum of its individual parts”. Analyse this statement in context to Electric Vehicles industry.
- b) Analyse the product mix of ‘Nestle’ in Indian consumer products market.

**Q5) Answer any one**

**[10]**

- a) A well-established chain of “Boutique Hotels” is planning to launch a new-line of “Eco-friendly Amenity Products”. Design a marketing plan for this new product line. Make suitable assumptions.
- b) You are appointed as the Marketing Manager for a newly launched “Playzwin.com”, an online gaming service offering various sports categories. Explore and suggest suitable pricing strategies for the company.

