Examination: April 2018
Subject: Marketing Management
Date: 18.4.2018

Instruction:
1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4 (Marks: 2x5=10)
   a) Penetration Pricing
   b) Impulse buy
   c) Concept testing
   d) Unsought Product

Q.2) Write Short Notes on any 2 out of 5 (Marks: 2x5=10)
   a) Cost Leadership.
   b) Laggards.
   c) SWOT Analysis.
   d) Services of Advertising Agencies.
   e) Value added reseller.

Q.3) Attempt any 3 out of 5 (Marks: 3x10=30)
   a) Explain Generic Value Chain.
   b) Explain Layers of the product.
   c) Explain BCG Matrix.
   d) Explain Customer adoption process.
   e) Segmentation System.

Q.4) Attempt both the questions (Marks: 2x10=20)
   a) Explain IMC in detail.
   b) Explain Pricing Strategy with examples.