

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DRM/PGDRM/DBM/PGDBM/DMM/PGDMM/DFM/PGDFM/DHRM/PGDHRM/DITM/
PGDITM/DSCM/PGDSCM/DBFM/PGDBFM

Examination: April 2018
Subject: Marketing Management

Semester: II
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Instructions:

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.
