

**MBA (FT)**

**Paper MBAFT - 6105  
Marketing Management**

(Admissions of 2010 and onwards)

Time : 3 hours

Maximum Marks :50

(Write your Roll No. on the top of immediately on receipt of this question paper).  
Attempt any five questions. All questions carry equal marks.

Q.1 What are the major differences between “market driven” and “market driving” firms? Explain with suitable examples of Indian firms

Q.2 a) Explain the concept of marketing mix taking an example each from the product and service marketing firms.

b) What is meant by breadth, depth, and consistency of product mix? Explain giving suitable examples.

Q.3 Specify and explain the macro-environment forces affecting marketing program of :

i) Pantaloon Retail

ii) Hero Honda Motorcycles

Q.4. Name two products that are in the maturity stage of the life cycle? What recommendations do you have for rejuvenating the demand for either of these products?

Q.5 Why is it essential for a marketer to understand consumer behavior? What are reference groups? How does it affect a person’s buying behavior?

Q6. For each of the following products, should the seller adopt a market-skimming or a market-penetration pricing strategy? Support your decision in each instance.

- a. A high-technology kitchen chimney
- b. A high fibre enriched box of cookies

Q.7 Write short notes on any two of the following:

- a) Trading up and trading down
- c) Sales promotion
- d) Adopter categories
- e) Social marketing