



Sanjay Ghodawat University, Kolhapur

2018-19

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

Year and Program FY MBA School of Commerce and Management Department:- Management

Course Code:-MMC 506 Course Title :-Marketing Management Semester – Even

Day and Date: Friday 24th May, 2019 End Semester Examination Time: 3 hrs, Max Marks: 100
10:30 am to 1:30 pm.

Instruction: All Questions are compulsory.

		Marks	COs	Blooms Level
Q.1	Answer the following			
	a) Illustrate types of Need and Want.	10	CO1	L ₃
	b) Illustrate importance of Marketing Segmentation.	10	CO2	L ₃
	OR			
	b) Apply concept of Segmentation to Cell Phone Market.	10	CO2	L ₃
Q.2	Answer the following			
	a) Discuss the features of Consumer Behaviour	10	CO3	L ₂
	b) Show the levels of a product with example	10	CO4	L ₃
	OR			
	b) Apply P.L.C. Concept to Landline Phone set. Show its current phase	10	CO4	L ₃
Q.3	Answer the following			
	a) Design distribution channel for a company engaged in manufacturing and selling Drilling Machine.	10	CO5	L ₆
	OR			
	a) Plan promotion mix for automobile manufacturing and selling company.	10	CO5	L ₆
Q.4	Answer the following			
	a) Illustrate P's of Service Marketing.	10	CO6	L ₃

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| b) | Illustrate features of Services. | 10 | CO6 | L ₃ |
| c) | Distinguish Services and Products. | 10 | CO6 | L ₄ |
| OR | | | | |
| c) | Analyze P's used in Retail Banking. | 10 | CO6 | L ₄ |

Q.5 Answer the following

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|----|---|----|-----|----------------|
| a) | Is distribution gaining more importance? Support answer with examples | 10 | CO5 | L ₅ |
| b) | Design distribution channel for Slow Moving Consumer Goods | 10 | CO5 | L ₆ |

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