

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 7922

F-2

Your Roll No.....

Unique Paper Code : 1091202

Name of the Course : **Bachelor of Management Studies**

Name of the Paper : Principles of Marketing Management [DC 1.4]

Semester : II

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **ALL** questions.

1. (a) Elaborate the five different marketing management orientations. (7)
- (b) Describe the Boston Consulting Group's approach to portfolio analysis using relevant examples from the Indian context. (6)
2. (a) Discuss the major sets of variables that might be used in segmenting consumer markets. (6)
- (b) Which segmenting variables(s) do you recommend for a quick service pizza chain? (6)
3. (a) Explain the concept of product life cycle. (7)
- (b) What stage of the PLC is the following product in the Indian context? What marketing strategies would you recommend for it :

3D(3 Dimensional) Televisions for home

OR

DVD video Players (DVD video player is a consumer video format used to store digital video on DVD discs). (6)

P.T.O.

4. (a) With examples explain Promotional pricing and Differentiated pricing. (6)
- (b) Explain the following terms with an example of a multi product company operating in India
- Product mix
- Width of product mix
- Product line
- Length of product line
- Depth of product line (6)
5. (a) Discuss the factors to be considered in selecting an appropriate promotion mix. (6)
- (b) Suggest an appropriate promotion mix for domestic room heaters/radiators. Justify with appropriate reasoning. (7)

OR

Urja is a tea based beverage with tea leaves, jaggery, chicory and tapioca as its primary ingredients. Urja was launched after extensive consumer research which revealed that the country's low income consumers cannot afford popular priced teas. Moreover, this segment consumes tea frequently to assuage hunger. The ingredients tapioca and jiggery are an important source of carbohydrates while chicory is already widely used by the coffee industry. Suggest an appropriate promotion mix for Urja. Justify with appropriate reasoning. (7)

6. (a) Is it desirable to eliminate middlemen? Justify with reasons. (6)
- (b) Edigital is a middle class brand of house-hold electrical and electronic items such as mixies/food processors, blenders, hair dryers, etc. It is planning a foray into the Delhi market. Recommend an appropriate channel level for Edigital giving reasons. (6)