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**MMPC-006**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2022**

**MMPC-006 : MARKETING MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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**Note :** (i) *There are two Sections—A and B.*

(ii) *Attempt any **three** questions from Section A. Each question carries 20 marks.*

(iii) *Section B is compulsory and carries 40 marks.*

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**Section—A**

1. (a) Define the following terms with an example :

(i) Market

**P. T. O.**

(ii) Marketing

(iii) Transactional Marketing

(iv) Relationship Marketing

(b) What is organizational buying behavior ?

Discuss the steps involved in organizational buying process.

2. (a) Why is an understanding of product levels important ? With suitable examples, discuss the *five* product levels that you are familiar with.

(b) What is a product life cycle ? Discuss the *four* stages of product life cycle with reference to any motorcycle brand of your choice.

3. (a) What constitute distribution in marketing ? How does distribution add value to the marketing effort ? Explain with an example.

- (b) What is Digital Marketing ? Discuss any *four* types of digital marketing that you are familiar with.
4. Write short notes on any *three* of the following :
- (a) Segmentation in Industrial Markets
  - (b) Functions of Packaging
  - (c) Steps in Integrated Marketing Communication Process
  - (d) Types of direct Channels of Distribution
  - (e) Pull marketing approach of Digital Marketing

### **Section—B**

5. Read the following case and answer the questions given at the end :

India's famed and ace investor has announced his plans to enter the aviation sector with his low-cost airline tentatively named as Vikasa.

The promoter has plans to offer flights across India starting in the summer of 2022 with an “endeavor to be the nation’s most dependable, affordable and greenest airline”. The airline plans to operate approximately 70 plans in the next four years.

The plan to launch an ultra-low-cost carrier or ULCC suggests that airline plans to capture the mass market. With the ULCC model, the promoter is expected to bring down the fares even lower and make flying affordable to a larger population base. The plans are also in line with the government’s ambitious UDAN or ‘Ude Desh ka Aam Naagrik’ scheme that aims to make flying affordable.

As mentioned ‘Vikasa’ is the tentative name of the airline which is awaiting a no-objection

certificate from the Ministry. “The Ministry’s NOC is just the first approval. For further applications, the team needs to draw up a firm business plan and a road map for the venture for next five years from its launch date.

Assume that you have been retained as a consultant by the top management of the new venture to propose a realistic and a competitive business plan.

*Questions :*

- (a) Suggest the bases for segmentation, its evaluation and selection of market segment in line with Governments ambitious UDAN scheme.
- (b) For a new venture of this kind, what combination of Integrated Marketing Communications tools would you recommend and why ?