

No. of Printed Pages : 4

MMPC-006

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2023

MMPC-006 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

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.*

Section—A

1. (a) Explain the following terms with an example :
 - (i) Needs

P. T. O.

- (ii) Concept of Segment
 - (iii) Integrated Marketing
 - (iv) Performance Marketing
- (b) Why is it necessary for a firm to monitor the micro and macro environmental factors to keep pace with changing times ? Substantiate.
2. (a) What constitutes a consumer product ? Explain the bases of classifying consumer products with suitable examples.
- (b) Explain the concept of PLC. Propose the steps that you would consider/recommend to defer the decline stage of a brand during its life cycle. Take any passenger car model of your choice and explain.
3. (a) Discuss the role and functions of a retailer in the distribution process. Highlight their services rendered to the customers.

- (b) Explain the concept of services. Emphasize the need for people, physical evidence and place in the overall marketing effort for the following service offerings :
- (i) Diagnostic center
 - (ii) Restaurant
4. Write short notes on any *three* of the following :
- (a) Product Concept
 - (b) Benefit Segmentation
 - (c) Line Stretching
 - (d) Role of Intermediaries
 - (e) Sensory Marketing

Section—B

5. The Indian electric bike and scooter segment is growing exponentially both from the new generation startup firms as well as from the leading two-wheeler manufacturing companies in the country.

Taking a cue, from the huge demand for these electric models in the current scenario LML, which was one of the most popular two-wheeler brand of yesteryears, with a strong brand image and with equally strong brand recall is now making a comeback in an electric reincarnation.

The firm is gearing up to launch its first product in the Indian market in the second half of 2023. In addition, the firm is also looking at the possibility of offering a hybrid bike, post the electric launch.

Questions :

- (i) Propose details for each of the elements of marketing mix (4Ps) for the new bike.
- (ii) Prepare an STP plan for the electric bike in line with the competition.
- (iii) Select a suitable brand name for the bike and give reasons for your choice.