

K.J. Somaiya Institute of Management Studies & Research
Course : MIM – II SEMESTER END TERM EXAM
Sub : MARKETING MANAGEMENT

Date of Exam :10/04/2019

Time : 3 Hours

Marks: 50

Note : All Questions are Compulsory

Quality and not Quantity will fetch you more marks

SECTION – I

(2X15 = 30 Marks)

I. Attempt any 4 out of the following :

1. Hyperloop is the new age Urban Mobility from Elon Musk. Using the New Product Development Process, explain how Hyperloop was developed in different stages of NPD ?
2. What are the different pricing methods ? What is the pricing strategy adopted by Uber / Ola, do you think it is a good pricing strategy give your opinions in 3 bullet points
3. One Nation One Card, was launched on 5th March 2019, on RUPAY Debit / Credit Card Platform, this is a single card for travel, shopping and any other Government Payments. As a consultant how can you give ideas to promote this card do you think advertising is a good strategy pick any 3 media tools listed below for effective promotion of this card
 - a. Television Ads
 - b. Print Ads
 - c. Outdoor Media
 - d. Radio Ads
 - e. Internet Marketing
 - f. Social Media Marketing
 - g. Word of Mouth Marketing
4. Mr. Vivek Gupta and Mr. Abhay Hanjura, have started Licious in the year 2015 to offer fresh meat, which remained highly unprganised, lacked quality and safety standards, build on the Farm to Fork Model and a stringent cold chain network, Licious also specializes in sea food. Design Distribution Channel and suggest channel level and discuss why the distribution channel selected by you will work better for the Indian Market ?

SECTION – II

(4 X 5=20

Marks)

II. Attempt any 4 short notes out of the following

- i. Market Targeting and Target Marketing
- ii. Positioning Strategies in Marketing
- iii. Societal Marketing Concept
- iv. Product Life Cycle (PLC Concept)
- v. Importance of Branding in Marketing
- vi. Market Nicher Strategies

