

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077

Program: MIM (Batch 2017-20), Sem-II
Subject: Marketing Management
(End Term Examination)

Maximum Marks : 50 Marks

Time: 3 Hrs.

11/4/2018

SECTION A: 30 marks

Attempt any THREE questions from section A. Each question carries 10 marks

- Q1.** Explain any two of the following with suitable examples (5 x 2= 10 marks)
- PESTEL / Macro environmental factors
 - BCG Matrix
 - Product Life Cycle
- Q2.** Describe the various steps in the Marketing Research Process. How does marketing research help marketing practitioners in designing the marketing mix?
- Q3.** Describe the psychological factors that influence buyer behavior. Give two examples from each factor.
- Q4.** What are the various stages in the buying decision process? Support your answer with appropriate examples.
- Q5.** Describe the various stages in the New Product Development and give examples from each stage.

SECTION B: (Case based) 20 marks

Attempt any TWO questions given at the end of the case. Each question carries 10 marks.