

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF BUSINESS ADMINISTRATION (M.B.A.)**  
**EXAMINATION : DECEMBER - 2023**  
**SEMESTER - II**  
**Sub: Marketing Management (MBA202)**

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**Date: 22/12/2023**

**Total marks: 60**

**Time: 2.00 pm To 4.30 pm**

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**SECTION – I**

**Q. 1. Fill in the blanks. (5)**

1. \_\_\_\_\_ deal goods in large quantities.
 

a) Retailers	b) Dealers
c) Wholesalers	d) Hawkers
  
2. \_\_\_\_\_ is not an element of Services Marketing Mix
 

a) People	b) Price
c) Principal	d) Process
  
3. \_\_\_\_\_ is the basic intention for consumers to buy products.
 

a) Need	b) Luxury
c) Desire	d) Status
  
4. Coupons is \_\_\_\_\_ type of promotion mix.
 

a) publicity	c) direct marketing
b) advertising	d) sales promotion
  
5. \_\_\_\_\_ of a product is an important concern for distribution channel.
 

a) Perishability	b) Texture
c) Colour	d) Taste

**Q. 2. Answer the following. (Any Two) (20)**

1. What are the various Promotion Mix elements?
2. Explain three extended P's of Service Marketing Mix.
3. Elaborate various stages of Product life cycle.
4. What do you understand by Marketing Environment? Discuss Micro and Macro Environment.
5. What are various factors influencing Pricing Mix Decisions?

**Q. 3. Write notes on. (Any Two) (10)**

1. Unsought Goods
2. Retailer
3. Price pruning

**SECTION – II**

**Q. 4. Case Study**

**(15)**

Quality Consumer Products Limited is a fast moving consumer products company. The company is planning to launch its new 'Rakshak' brand toothpaste in the market. Assume that you have been appointed as a marketing manager of the company, answer the questions below:

1. What will be the differentiating points / characteristics of the toothpaste which will make it unique from other toothpastes?
  2. Suggest two innovative sales promotion schemes you would like to offer for the toothpaste?
  3. Suggest suitable media for Advertising for the Rakshak Brand Toothpaste.
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