

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF BUSINESS ADMINISTRATION (M.B.A.)**  
**EXAMINATION: MAY- 2024**  
**SEMESTER - II**  
**Sub.: Marketing Management (MBA202)**

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**Date : 23/05/2024**

**Total Marks : 60**

**Time: 2.00pm to 4.30pm**

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- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.
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- Q. 1. Write Short notes on (Any Three) (15)**
1. Augmented Products
  2. Production Concept
  3. Societal Concept
  4. Selling Concept
  5. Unsought Products
- Q. 2. Answer in detail (Any One) (10)**
1. Elaborate Importance of studying Marketing.
  2. Discuss various types of Trade Promotions.
- Q. 3. Answer in detail (Any One) (10)**
1. Discuss elements of MICRO Environment of Marketing.
  2. Discuss elements of MACRO Environment of Marketing.
- Q. 4. Answer in detail (Any One) (10)**
1. Discuss Product Life Cycle Stages.
  2. Elaborate difference between Selling and Marketing.
- Q. 5. Case study: (15)**

XYZ Electronics is a leading manufacturer of consumer electronics, specializing in smartphones, tablets, and laptops. With the rapid evolution of technology and changing consumer preferences, the company is reassessing its product mix strategy to maintain its competitive edge in the market.

**Current Situation:**

XYZ Electronics currently offers a diverse range of products across different categories, including entry-level, mid-range, and premium segments. However, the company faces challenges in effectively managing its product mix to maximize profitability and meet evolving customer demands.

**Question:**

- 1) What distribution channels are most effective for reaching target customers and maximizing sales?
  - 2) How do changing consumer preferences and lifestyle impact product demand?
  - 3) How can XYZ Electronics segment its target market based on demographics?
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