D Y Patil Agriculture & Technical University, Talsande

Year and Program: MBA-ABM 2023-24	School of Agri Business Management	Department of Management
Course Code: MABM001106	Course Title: Marketing Management	Semester – I
Day and Date: Friday 12/01/2024	End Semester Examination (ESE)	Time: 9.20 a.m.-12.20 p.m. Max Marks: 100

Instructions: 1) All questions are compulsory.
2) Assume suitable data wherever necessary.
3) Figures to the right indicate full marks.

Q.1		**Short Answer Type Questions (Attempt any 5)**	Marks	Bloom's Level	CO
	a)	What are the different categories used to Classify Products?	6	L1	3
	b)	Explain factors which influence the Consumer Behaviour.	6	L2	2
	c)	Illustrate the different stages of the Product Life Cycle (PLC).	6	L2	3
	d)	Which are the basis of successful Market Segmentation?	6	L1	1
	e)	Explain the distribution channels involved in Agri Input Marketing.	6	L4	5
	f)	Tell the concept of the Marketing Mix in relation to the 7P's	6	L2	1
Q.2		**Long Answer Type Questions (Attempt any 5)**			
	a)	Enlist Consumer Behaviour Models, Explain in detail Psychological Model.	10	L5	2
	b)	Define Marketing? Elaborate Internal and External Factors affecting Marketing Environment.	10	L6	1
	c)	What are the Pricing Methods? Explain in detail cost based Pricing Methods.	10	L5	4
	d)	Explain the Communication Process. Describe the various elements of the Promotion Mix.	10	L5	4
	e)	Discuss the various stages involved in the New Product Development.	10	L6	3
	f)	Which are the agencies involved in agricultural marketing. Explain their role.	10	L5	5

Q.3		**Case Study / Application Based Questions**	20	L4	2
		Imagine you are starting a new business that sells smartphones. Your company aims to provide a diverse range of products to meet the needs and preferences of different customer segments.			
	a)	Develop a product mix for your company that consists of four different smartphones targeting different customer segments. Describe each smartphone model, its features, and the specific customer segment it is designed for.			
	b)	How would you determine the pricing strategy for each smartphone product in your mix? What factors would you consider while setting the prices?			

*****