

# D Y Patil Agriculture & Technical University, Talsande

<b>Year : 2024-25</b> <b>Program: MBA-ABM</b>	<b>School of Agribusiness Management</b>	<b>Department of Agribusiness Management</b>
<b>Course Code: ROMABM001106</b>	<b>Course Title: Marketing Management and Social Media Trends</b>	<b>Semester-</b>
<b>Day and Date: Monday</b> 30/12/2024	<b>End Semester Examination (ESE)</b>	<b>Time: 1.00 to 3.00 pm</b> <b>Max Marks: 50</b>

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

		<b>Marks</b>	<b>Bloom's Level</b>	<b>CO</b>
<b>Q.1</b>	<b>Solve Any 2</b>			
	<b>A</b> Explain the Components of Products.	<b>5</b>	II	4
	<b>B</b> What are the Five Product Levels that make up a product?	<b>5</b>	I	4
	<b>C</b> Tell the important Determinants of Pricing	<b>5</b>	I	5
<b>Q.2</b>	<b>Solve Any 2</b>			
	<b>A</b> Discuss the 70/20/10 approach to content creation in social media marketing.	<b>10</b>	VI	6
	<b>B</b> What is Product Mix? Explain in detail Product Life Cycle (PLC).	<b>10</b>	V	4
	<b>C</b> What are the Pricing Methods? Elaborate in detail cost based Pricing Methods.	<b>10</b>	VI	5
<b>Q.3</b>	<b>Case study/Practical Application Based Question (Compulsory)</b>			
	<b>A</b> You are the manager of ABC Food Industry, Develop an effective promotion mix for your company. Explain the role of each element in marketing communication	<b>10</b>	II	5
	<b>B</b> You are the social media manager of a fashion brand. Which Social Media Marketing (SMM) tool would you use to create social media content? Discuss the use of each SMM tool.	<b>10</b>	VI	6

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