

# D Y Patil Agriculture & Technical University, Talsande

<b>Year and Program: 2022-23</b>	<b>School of Agri Business Management</b>	<b>Department of MBA-ABM</b>
<b>Course Code: MABM001106</b>	<b>Course Title: Marketing Management</b>	<b>Semester – I</b>
<b>Day and Date: Tuesday 28-Feb-2023</b>	<b>End Semester Examination (ESE)</b>	<b>Time: 1 PM to 4 PM Max Marks: 100</b>

**Instructions:**

- 1) **Q.6 is compulsory**
- 2) **Solve any 4 questions from Q.1 to Q.5**
- 2) Assume suitable data wherever necessary.
- 3) Figures to the right indicate full marks.

Q.1		Answer/Solve the following	Marks	Bloom's Level	CO
	a)	What is meant by STP? What are the basis of successful market segmentation?	10	L 6	CO2
	b)	Enlist consumer behaviour models, Explain psychological model.	10	L 5	CO2
<b>Q.2</b>		<b>Answer/Solve the following</b>			
	a)	Define marketing? Elaborate internal and external factors affecting marketing environment.	10	L 6	CO1
	b)	What are the pricing methods? Explain in detail cost based pricing methods.	10	L 5	CO3
<b>Q.3</b>		<b>Answer/Solve the following</b>			
	a)	Explain the communication process. Describe the various elements of the promotion mix.	10	L 5	CO4
	b)	Which are the agencies involved in agricultural marketing. Explain their role.	10	L 5	CO4
<b>Q.4</b>		<b>Answer/Solve the following</b>			
	a)	Describe the various stages involved in the new product development.	10	L 4	CO3
	b)	What is consumer behaviour? Explain factors which influence the consumer behaviour.	10	L 5	CO2
<b>Q.5</b>		<b>Answer/Solve the following</b>			
	a)	Discuss in detail about stages in product life cycle (PLC).	10	L 6	CO2
	b)	Enlist types of warehouses? Discuss about central warehousing. corporation (CWC).	10	L 6	CO4

**P.T.O.**

Q.6	Case Study	20	L 5	CO 1
	<p><b>Read the following case and answer the following questions on the basis of the same:</b></p> <p>Rupali intends to start an enterprise that produces chocolates. Initially, in order to assess the taste and preferences of the people about the chocolates. She used social media and online surveys. Thereafter, she prepared a detailed SWOT (strengths, weaknesses, opportunities and threat) analysis of her enterprise to devise a strategy that will give her an edge over the competitors. Based on her analysis of the market, she decided to launch sesame and jaggery based chocolates under the brand name ‘Desi Delight’. She has decided to fix up the price of chocolates relatively at lower level in the beginning and later on as the demand picks up she may revise the prices.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>a) Identify and explain the elements of marketing mix being taken into consideration by Rupali.</li> <li>b) Do you think she has selected an appropriate brand name for her product? Why or why not? Give a reason for your answer</li> </ol>			