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**M.B.A. (Part - I) (Sem. –II) Examination, 2010
MARKETING MANAGEMENT
(New Course) (Paper – IX)**

Day and Date : Thursday, 18-11-2010
Time: 10.30 a.m. to 1.30 p.m.

Total Marks : 70

Instructions : 1) *Question numbers 1 and 5 are compulsory*
2) *Solve any two questions from question numbers 2 to 4.*
3) *Figures to the right indicate marks for the questions.*

1. Read the following case and answer the questions given below the case :
Hotel Surya International a five star hotel in New Delhi, was established in 2000, as there was great demand for five star hotels in New Delhi a capital city of India.

However, over the years, the hotel faced with a falling demand curve, hired the services of a consultancy firm in Mumbai. The management is caught in a dilemma. The consultancy firm recommends price cuts, on the one hand, and aggressive advertising on the other. To compound matters, competition is building up in the market.

Questions :

- 1) If you were the CEO, what steps would you have taken to overcome this problem?
2) Do you agree with the recommendations given by management consultancy firm?

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2. A) What is marketing of services? Discuss the importance of marketing in service sector. **8**
- B) Elaborate in brief marketing planning process for a detergent cake and power manufacturing company. **7**
3. A) Define consumer behavior. Explain the factors influencing consumer behavior. **8**
- B) What is product? Discuss the factors influencing product line decisions. **7**
4. A) Define personal selling. Explain the process of personal selling. **8**
- B) What is advertising? Elaborate 5M's of advertising management. **7**
5. Write notes on **any four** :
- a) Characteristics of service.
 - b) Product positioning.
 - c) Application of Marketing Research.
 - d) Branding.
 - e) Importance of sales promotion.
 - f) Types of distribution channels. **20**
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