

UPC: 61015916  
Course: Bachelor of Management Studies (CBCS)  
Paper: Fundamentals of Marketing Management  
Semester: I

Maximum Marks: 75

**Instructions for candidates:**

*Answer any 4 questions.*

*All questions carry equal marks.*

1. “Developing a promotional mix is contingent upon many factors.” Which of the four promotional methods – advertising, personal selling, public relations or sales promotion would you emphasize if you were developing the promotion mix for the hand and surface sanitizers? Develop a suitable promotion mix for both.
2. How are characteristics of services marketing different from product marketing? What do you think would be the key considerations in designing marketing strategies for online teaching platforms? Support your answers with examples.
3. Comment upon the importance of segmentation. Discuss the variables used in segmenting consumer markets. Which segmenting variables would you recommend for app-based taxi services?
4. Explain market-skimming and market penetration pricing strategies. Which of these would be more appropriate for innovative high-tech products? Support your answer with suitable examples.
5. Consider a company manufacturing oil heaters. How would you classify the product? Identify the core and the augmented features of the product that the company must consider. Recommend a suitable targeting and positioning strategy for the product. Also suggest an appropriate marketing strategy for online and offline sale of the product.
6. How does the Boston Consulting Group (BCG) matrix help a marketing manager in managing the various products in the company’s portfolio? Prepare a BCG matrix for any Indian company and suggest how those products can be branded more effectively.