

market. (In fact HUL accounts for about 50% of the total shampoo sales in the country). Suggest a suitable promotion mix for "Head & Shoulders-Menthol". (9)

4. (a) "You can eliminate middlemen but you cannot eliminate the functions of middlemen." Explain. (9)
- (b) Differentiate between skimming-the -cream and penetration pricing. In which situations these are most suitable? (9)

OR

- (c) How does sales promotion complement advertising & personal selling? Give suitable examples. (9)
- (d) What do you mean by Retailing? What are the functions & major classification of retailing? (9)
5. Write short notes on (any **three** of the following) (6×3)
- (a) Integrated Marketing.
- (b) BCG Matrix
- (c) Product Line Decisions.
- (d) Marketing Management Philosophies.

(500)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3359

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Unique Paper Code : 2924002010

Name of the Paper : Fundamentals of Marketing Management (GE)

Name of the Course : **B.M.S.**

Semester : III / V

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Attempt **all** the questions
 3. All the parts of the question must be attempted together.
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1. (a) "Marketing begins with production and continues even after production". Comment? (9)
 - (b) Discuss in detail the concept of Holistic Marketing with a contemporary example. (9)

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OR

- (c) 'Given the breadth, complexity and richness of marketing, clearly the traditional 4Ps are not adequate.' Discuss. (9)
- (d) Explain with examples how pricing objectives influence pricing decisions. Which pricing strategy will you adopt for the following :
- (i) New version of an electric scooter
 - (ii) Mobile handset at maturity stage. (9)
2. (a) Explain the concept of PLC. Do all the products go through this cycle? Briefly explain the characteristics along with the appropriate strategies to be used in the maturity stage of a product. (9)
- (b) A new health drink is supposed to be launched in India. Suggest the appropriate segmentation & positioning strategy with the help of the basis of market segmentation & positioning. (9)

OR

- (c) A car company is launching a small car for the middle income group. Suggest appropriate promotion mix to the company. (9)

- (d) Elaborate on the role of packaging and labelling in the marketing of an energy drink and Samsung smart watch. Explain the importance of logistics in a country like India? (9)
3. (a) Discuss various stages involved in developing a new product. (9)
- (b) "The services marketing is a different ball game because of service characteristics." Comment critically with the help of goods and services examples. (9)

OR

- (c) What do you mean by physical distribution? How does it form a pivotal part of the marketing task and discuss the component functions of physical distribution. (9)
- (d) P&G has launched "Head & Shoulders- Menthol"- the international variant of "Head & Shoulders". This is the first shampoo with menthol to be launched in India. P & G claims multi-benefits for this new brand-dandruff free, attractive hair, in a cool tingling bath sensation, etc. There already exists an array of MNC and Indian brands in the