[This question paper contains 2 printed pages.]

Your Roll No..............

Sr. No. of Question Paper : 13427 **K**

Unique Paper Code : 2924002010

Name of the Paper : Fundamentals of Marketing Management

Name of the Course : **General Elective (BMS)**

Semester : VII

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. **All** Questions carry equal marks.
3. The Question paper contains **5** Questions.
4. Attempt **all** Questions.

1. (a) Define marketing and discuss its nature and scope. (9)

   (b) Using the BCG Matrix, analyze the portfolio of any Indian conglomerate (e.g., Tata or Reliance). (9)

P.T.O.

2. (a) Discuss the concept and importance of positioning in marketing. (9)

   (b) Suggest a market segmentation and positioning plan for a new organic skincare brand targeting urban millennials. (9)

3. (a) What is a product mix? Explain the various product mix strategies. (9)

   (b) Explain how price elasticity of demand affects pricing strategy with an example from the smartphone industry. (9)

4. (a) Explain the key differences between sales promotion and public relations. (9)

   (b) Discuss the importance of intermediaries in the marketing of consumer goods. (9)

5. (a) Explain the relevance of people, process, and physical evidence in service marketing. (9)

   (b) How can a restaurant use the 7Ps to enhance customer satisfaction and loyalty? (9)