



JK Lakshmipat University, Jaipur
Institute of Management
END TERM EXAMINATION, 2017
(Special Improvement)

MBA (Full Time), Sem-I
MM: 50 Marks

Course: Marketing Management-I
Time: 3 Hours
Subject code: MBA106

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

1. What is marketing strategy? Explain the key drivers of marketing strategies. (10 Marks)
2. Explain the various stages of product life cycle with suitable example. (10 Marks)
3. Explain the formulation of marketing-mix of a service organization. Give the example of bank or insurance marketing-mix. (10 Marks)
4. Explain the factors influencing industrial buying behavior. (10 Marks)
5. Why new products fail? What are the critical forces influencing the management of products? (10 Marks)

SECTION B

6. Mercedes-Benz is thinking about advertising its cars to college students. Do you think that college students are a viable potential market for Mercedes? Why or why not? (10 Marks)
7. Choose a product category (e.g., motorcycles), and identify at least three different brands and their respective positioning strategies. How is each position communicated to the target audience? (10 Marks)