

Vir Vikram Engineering Corporation developed a prototype. They offered it to a friend of them who owns a large automotive service station. He found the performance very satisfactory. He asked the young engineers to make more sets which he offered to his clients. Vir Vikram Engineering Corporation found that they are making around 25 to 30 products per month, and were supplying only to one outlet. At this juncture corporation has decided to go in a big way. They found that their quality was superior and prices almost 25% lower than the competitors. They were confident about the production but how would they do the distribution on all India basis.

Questions:

- (1) What recommendations would you offer to Vir Vikram Engineering Corporation? (10)
- (2) How would you design channels of distribution for Vir Vikram Engineering Corporation? (10)

(700)

[This question paper contains 4 printed pages.]

7732

Your Roll No.

M.Com : Semester II (NC)

E

Paper No. 4203

Marketing Management

Time : 3 Hours

Maximum Marks : 100

(Write your Roll No. on the top immediately
on receipt of this question paper.)

Attempt all questions.

All questions carry equal marks.

1. (a) Why Price is considered important in marketing mix of a company? Explain the major pricing strategies used by marketers? (20)

OR

- (b) Explain all stages in new product development process. (20)
2. (a) Name and describe the three types of consumer decision making, and discuss the factors that influence the decision making consumers will use. (10)

P.T.O.

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