**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**SECOND TRIMESTER (Batch 2019-21)**

**MID TERM EXAMINATION, NOVEMBER-2019**

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| Course Name | **Marketing Management** | Course Code | **MKT 201** |
| Max. Time | **1 hour** | Max. Marks | **20** |

**INSTRUCTIONS: All questions are compulsory.**

**Q. 1** Examine the decision-making process for Muscle-RDX. Who are the parties involved in this process? **(10 Marks)**

**Q. 2** How would you segment the potential Muscle-RDX customers? Who would be an ideal customer for Muscle-RDX? **(10 Marks)**