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Total Number of Pages: 02

Course: MBA
Sub Code: MBPC1002

1st Semester Regular/Back Examination: 2025-26

SUBJECT: MARKETING MANAGEMENT

BRANCH(S): BA, FM, FM, FM&HRM, GM, HCHM, HRM, IB, ISEM, LSCM, MBA, MBA, MBA (A & M), MBA (M & F), MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: U530

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- a) What is the full form of STP and explain its importance?
- b) What is e-tailing?
- c) What is level 1 channel?
- d) What is planned obsolescence?
- e) What is targeting in marketing?
- f) Explain the stages of a product life cycle.
- g) What does the 80:20 rule state?
- h) What is the starting point of the marketing process?
- i) What do you mean by price lining?
- j) What is green marketing?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Explain mega marketing? Explain the various components of mega marketing.
- b) Explain the six differences between micro and macro environment.
- c) How does socio-cultural change influence marketing strategies? Explain.
- d) How does environmental analysis help in identifying opportunities and threats?
- e) Explain the six differences between consumer buying behaviour and organizational buying behaviour.
- f) Explain the concept of propaganda and discuss its types with examples.
- g) Explain the six differences between marketing and selling.
- h) Explain the role of digital marketing in contemporary marketing.
- i) What do you mean by product line extension? Explain.
- j) How do marketers create value for a product or service? Explain.
- k) What do you mean by niche marketing? Explain in detail.
- l) How do you make competitor analysis? Explain why is it important.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** a) Define marketing channels and explain their importance in modern marketing. (8)
b) What is channel conflict? Discuss the different types of channel conflict with examples. (8)
- Q4** a) What are the pre-requisites for a good marketing plan? Discuss the planning process in detail. (8)
b) What is objective of pricing? Explain at least three methods of pricing with their explanations. (8)
- Q5** What do you understand by promotion mix? Design a promotion mix for a tractor intended for the agricultural market. (16)
- Q6** Explain the concept of marketing communications and discuss its role in influencing consumer behaviour. Illustrate your answer with examples from FMCG or technology sectors. (16)