



Roll No: _____

MBA
(SEM I) THEORY EXAMINATION 2025-26
MARKETING MANAGEMENT

TIME: 3 HRS

M.MARKS: 70

Note: Attempt all Sections. In case of any missing data, choose suitably

SECTION A

1. Attempt all questions in brief.

02 x 7 = 14

Q no.	Question	CO	Level
a.	Differentiate between 'Market' and 'Marketing'?		
b.	Define Need, Wants & Demand?		
c.	What are the elements of Exchange?		
d.	Define Buying Motives?		
e.	What do you mean by STP?		
f.	Define Product hierarchy?		
g.	Define CRM and its importance?		

SECTION B

2. Attempt any three of the following:

07 x 3 = 21

a.	What do you mean by Marketing Mix? By taking a suitable example of a company of your choice describe Product Mix and its elements.	1	K2
b.	What is meant by PLC? Explain the concept and different stages and strategies for each stage?		
c.	Define Brand, Branding, and Brand Equity? Explain the branding strategies and decisions taken by the firm to brand its product?		
d.	Define the term channel of distribution and types of Intermediaries. What are the factors influencing distribution of channel?		
e.	What is the Global P's of Marketing? Explain Global Product Strategies?		

SECTION C

3. Attempt any one part of the following:

07 x 1 = 07

a.	Why is marketing important? What are some core concepts of Marketing?	1	K2
b.	Explain the factors influencing buying behavior? How do consumer characteristics influence buying behavior?		

4. Attempt any one part of the following:

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07 x 1 = 07

a.	In what ways can a company divide the consumer market into segments? Discuss the bases for Market segmentation.	1	K2
b.	'Without prices there is no Marketing'. In the light of the statement explain concept, significance and objectives of pricing. Explain any one method of pricing-cost plus pricing or markup pricing?		

5. Attempt any one part of the following:

07 x 1 = 07

a.	What is New Product Development? What are the logical steps involved in New product Development? What are the reasons for failure of a new product?	1	K2
b.	What are the elements of Promotion mix? Explain different kinds of sales promotion tools & techniques used by companies?		

