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MBA
(SEM I) THEORY EXAMINATION 2024-25
MARKETING MANAGEMENT

TIME: 3 HRS**M.MARKS: 100****Note:** Attempt all Sections. In case of any missing data; choose suitably.**SECTION A****1. Attempt all questions in brief.****2 x 10 = 20**

Q no.	Question	CO	Level
a.	Define marketing and explain its nature.	1	K2
b.	Differentiate between need, want, and demand with examples.	1	K2
c.	What is brand equity?	2	K2
d.	Define market segmentation and explain its significance.	2	K2
e.	Define product hierarchy with an example.	3	K2
f.	What are the key stages of new product development?	3	K2
g.	What is the AIDA Model in advertising?	4	K2
h.	Define Place Decision and mention its primary purpose.	4	K2
i.	Define Customer Relationship Management (CRM) .	5	K2
j.	Give any two examples of Green Marketing practices.	5	K2

SECTION B**2. Attempt any three of the following:****10 x 3 = 30**

Q no.	Question	CO	Level
a.	Discuss the role of marketing mix in delivering customer value.	1	K2
b.	Explain the basis for segmenting consumer markets with suitable examples.	2	K2
c.	Explain the Product Life Cycle (PLC) and its marketing implications with an example.	3	K3
d.	What is channel conflict? Explain its types and impact on distribution.	4	K3
e.	Explain the significance of Customer Relationship Management (CRM) for modern businesses.	5	K3

SECTION C**3. Attempt any one part of the following:****10 x 1 = 10**

Q no.	Question	CO	Level
a.	Explain the concept of the value delivery process and its role in marketing.	1	K3
b.	How do cultural, social, personal, and psychological factors influence consumer buying behavior?	1	K3

4. Attempt any one part of the following:**10 x 1 = 10**

Q no.	Question	CO	Level
a.	Discuss the concept of branding and its role in competitive advantage.	2	K2
b.	Explain different types of branding strategies with suitable examples.	2	K3



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MARKETING MANAGEMENT

TIME: 3 HRS**M.MARKS: 100****5. Attempt any *one* part of the following:****10 x 1 = 10**

Q no.	Question	CO	Level
a.	Describe the role of labeling in packaging and its impact on consumer perception.	3	K2
b.	How do competitor-based pricing strategies influence a company's pricing decisions?	3	K2

6. Attempt any *one* part of the following:**10 x 1 = 10**

Q no.	Question	CO	Level
a.	Discuss the Push and Pull strategies of promotion with examples.	4	K2
b.	Explain the steps involved in Personal Selling with a real-life example.	4	K3

7. Attempt any *one* part of the following:**10 x 1 = 10**

Q no.	Question	CO	Level
a.	Define Agile Marketing and explain its benefits for businesses.	5	K2
b.	Discuss the importance of Green Marketing and its impact on consumer behavior.	5	K2