

# CBCS SCHEME

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MBA105

## First Semester MBA Degree Examination, Dec.2024/Jan.2025 Marketing Management

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.  
2. Question No. 8 is compulsory.  
3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
Q.1	a.	Define Marketing.	3	L1	CO1
	b.	Explain the Functions of Marketing.	7	L2	CO1
	c.	Discuss the New Product Development Process in detail.	10	L3	CO3
Q.2	a.	Mention the various Buying Roles Played by the Consumers.	3	L1	CO2
	b.	Discuss the stages of the Consumer Buying Decision Process.	7	L3	CO2
	c.	Define Integrated Marketing Communication. Explain the steps in developing effective communication.	10	L2	CO4
Q.3	a.	What is Brand Equity?	3	L1	CO3
	b.	Explain the basis for Market Segmentation.	7	L2	CO5
	c.	Analyze the Micro and Macro Environmental Factors Affecting Today's Marketers.	10	L4	CO1
Q.4	a.	What is B2B Marketing?	3	L1	CO4
	b.	Explain the factors affecting Channel Choice.	7	L2	CO4
	c.	Define Product. Analyze the stages of the Product Life Cycle with relevant marketing strategies followed in each stage.	10	L4	CO3
Q.5	a.	What are the features of Marketing Audit?	3	L1	CO5
	b.	Analyze the factors influencing Consumer Behavior.	7	L4	CO2
	c.	Explain in detail the various Pricing Strategies with suitable examples.	10	L2	CO3

Q.6	a.	What is AIDA?	3	L1	CO4
	b.	Define Channel Conflict. Explain the Sources of Conflict.	7	L2	CO4
	c.	Write a short note on i) Neuro Marketing                      ii) Sensory Marketing iii) Green Marketing                      iv) Services Marketing	10	L2	CO5
Q.7	a.	What is the Push and Pull Strategy?	3	L1	CO4
	b.	Explain the steps in Marketing Planning.	7	L2	CO5
	c.	Discuss in detail the advantages and disadvantages of Digital Marketing.	10	L3	CO5
Q.8		<b>Case Study: Green Marketing Strategy of EcoFresh</b>			
		EcoFresh, a startup specializing in organic and eco-friendly personal care products, has gained significant traction in the market. The company differentiates itself by using biodegradable packaging, chemical-free ingredients, and ethical sourcing. It actively promotes its green initiatives on social media and partners with environmental organizations to spread awareness. To sustain growth, EcoFresh is exploring new pricing strategies, expanding its distribution channels, and strengthening its digital marketing efforts. However, it faces competition from established brands that are now introducing eco-friendly product lines.			
	a.	What factors should EcoFresh consider when choosing a pricing strategy for its products?	5	L1	CO3
	b.	Discuss how EcoFresh can use the 4P's of marketing to further strengthen its competitive edge.	5	L2	CO1
	c.	Identify and explain the marketing strategies EcoFresh is using to position itself in the market.	5	L3	CO5
	d.	Analyse the ways EcoFresh can leverage digital and social media marketing to increase customer engagement and sales.	5	L4	CO5

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