

Code No. 4003

**FACULTY OF MANAGEMENT**  
**MBA I Semester (CBCS) Examination, July / August 2021**

**Subject: Marketing Management**  
**Paper: MB - 103**

**Time: 2 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4 x 5 = 20 Marks)**

- 1 Marketing mix
- 2 Unique selling proposition
- 3 Branding
- 4 4 'C's structure
- 5 Efficiency control

**PART – B**

**Note: Answer any four questions.**

**(4 x 15 = 60 Marks)**

- 6 Briefly explain the various marketing philosophies based on which organizations can choose to conduct their marketing activities.
- 7 Explain regarding the firm's Macro environmental factors.
- 8 Briefly explain the bases for Segmentation of consumer markets using suitable examples.
- 9 Describe in brief the various sales forecasting methods.
- 10 A company can change the product component of its marketing mix, describe in brief the various Product Line decisions.
- 11 Products sold on an online platforms are posing stiff competition to products sold in brick and mortar shops, describe briefly the challenges of selling products on an online platform.
- 12 Explain briefly the factors affecting consumer behaviour.
- 13 Describe the characteristics of services markets.
- 14 Describe the types of marketing organization structures.
- 15 Briefly explain regarding the marketing control measures.

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