

FACULTY OF MANAGEMENT
MBA (CBCS) I Semester Examination, August 2023
Subject: Marketing Management
Paper – MB – 103

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 Explain Marketing Programme and Marketing Strategy
- 2 Explain Product Positioning
- 3 Explain Online Marketing
- 4 Characteristics of Services Marketing
- 5 Any two types of Marketing Organization Structures

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Explain the Marketing Interface with other functional areas.
(OR)
(b) Explain any Company's Micro and Macro Environment.
- 7 (a) Explain how Market Segments are evaluated.
(OR)
(b) Discuss the estimation of Current and Future Demand.
- 8 (a) Write about Distribution Channel Management Decisions.
(OR)
(b) Discuss the decisions involved in Product Branding.
- 9 (a) Explain Seven O's Structure of Consumer Behavior Model.
(OR)
(b) Explain the Services Marketing Strategies.
- 10 (a) Explain the factors affecting Global Marketing Organization.
(OR)
(b) Explain Efficiency Control, Profitability Control and Strategic Control.

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FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Backlog) Examination, August 2023
Subject: Marketing Management
Paper No. MB - 103

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Define Global Marketing.
2. What is Expanded Marketing Mix?
3. Define the nature and scope of Business Markets?
4. What is Product Positioning?
5. What are the types of Online Marketing?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Briefly explain Marketing Environment.
(OR)
(b) Define Marketing Management? Give a brief note on marketing interface with other functional areas in Business Organizations.
7. (a) Describe the various levels and bases for Segmentation of consumer markets.
(OR)
(b) What are the different positioning strategies used by organizations?
8. (a) Explain the various steps involved in New Product Development.
(OR)
(b) Distinguish the different stages and strategies in Product Life Cycle.
9. (a) Define Industrial Markets. Explain the characteristics of Industrial Markets.
(OR)
(b) Compare and contrast different types of Marketing Organization Structures.
10. (a) Explain the Marketing Organization Annual control and Efficiency Control.
(OR)
(b) Give a brief note on the factors affecting Consumer Behavior.