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Total No. of Pages : 02

Total No. of Questions : 10

MBA (Sem-2)
MARKETING MANAGEMENT
Subject Code : MBA-203-21
M.Code : 92176
Date of Examination : 08-01-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students has to attempt **ALL** questions.
2. **SECTION-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **TWELVE** marks.

SECTION-A

1. Answer briefly :

- a) Define the marketing mix and explain its core concepts.
- b) Discuss the significance of analyzing the micro and macro marketing environment for a business.
- c) What is market segmentation, and why is it essential in marketing?
- d) How does a product's life cycle influence marketing mix strategies?
- e) Explain the concept of promotion mix in marketing.
- f) Outline the personal selling process.
- g) What are the key factors affecting pricing decisions in marketing?
- h) Define supply chain decisions and mention the types of channels in channel design.

SECTION-B

UNIT-I

2. Explain the scope of marketing. How does marketing differ from selling? Give relevant examples.

3. Analyze the importance of customer value in marketing. Provide examples of techniques used to enhance customer value and relevance in marketing.

UNIT-II

4. Discuss the concept of product mix. How do companies take packaging and labeling decisions?
5. Describe the 7Ps framework in services marketing. Provide a real-world example of a service that effectively employs this framework.

UNIT-III

6. How do objectives and factors affect pricing decisions in marketing? Discuss the strategies a business can use to manage price changes effectively.
7. Explain the concept of personal selling. Also, provide methods for successfully managing sales force.

UNIT-IV

8. Discuss the concept of green marketing and its relevance in today's business environment. How can businesses implement green marketing strategies?
9. Explain bottom of pyramid marketing and analyze its significance in the contemporary marketing landscape.

SECTION-C

10. Case Study :

XYZ Corporation is a global retailer with both physical stores and an e-commerce presence. They are contemplating expanding their digital marketing efforts to enhance customer engagement and drive sales. Analyze the challenges and opportunities XYZ Corporation might face in this digital marketing expansion. Provide recommendations for their digital marketing strategy.

Questions:

- a) Identify and discuss the potential challenges that XYZ Corporation may encounter as they expand their digital marketing efforts to enhance customer engagement and drive sales.
- b) Examine the opportunities that a well executed digital marketing strategy can offer to XYZ Corporation in terms of customer engagement and sales growth.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.