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

**TIME: 3 HRS****M.MARKS: 70****Note:** Attempt all Sections. In case of any missing data; choose suitably.**SECTION A****1. Attempt all questions in brief.****2 x 07 = 14**

Q no.	Question	CO	Level
a.	Define marketing Myopia.	1	K1
b.	Explain production philosophy of marketing.	1	K1
c.	What is psychographic segmentation?	2	K2
d.	Explain Consumerism.	2	K2
e.	What are the specialty goods?	3	K3
f.	Define exclusive Distribution System.	4	K4
g.	What is Direct Exporting?	5	K5

**SECTION B****2. Attempt any three of the following:****07 x 3 = 21**

Q no.	Question	CO	Level
a.	Develop the marketing Mix of Personal care Products with suitable examples.	1	K4
b.	What are the factors which influence the Consumer Behavior in the purchase of a Consumer durable product?	2	K2
c.	Explain the concept of pricing and its significance.	3	K3
d.	Explain the various types of distribution channel.	4	K3
e.	Discuss the steps involved in the international marketing.	5	K4

**SECTION C****3. Attempt any one part of the following:****07 x 1 = 07**

Q no.	Question	CO	Level
a.	Explain the types and need and demand in details	1	K2
b.	Differentiate between marketing and selling with supporting examples	1	K2

**4. Attempt any one part of the following:****07 x 1 = 07**

Q no.	Question	CO	Level
a.	What are the behavioral segmentation criteria? Discuss in details.	2	K3
b.	What is customer based brand equity? Explain in details.	2	K3

**5. Attempt any one part of the following:****07 x 1 = 07**

Q no.	Question	CO	Level
a.	Discuss the challenges and opportunities in different stages of product life cycle.	3	K4
b.	Explain the new product development process with supporting examples.	3	K4



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**M.MARKS: 70**

**6. Attempt any *one* part of the following:**

**07 x 1 = 07**

Q no.	Question	CO	Level
a.	Discuss the challenges of distribution system and how to overcome it.	4	K5
b.	What do you understand by Promotion mix? Explain in details.	4	K5

**7. Attempt any *one* part of the following:**

**07 x 1 = 07**

Q no.	Question	CO	Level
a.	Discuss the global marketing environment in details.	5	K6
b.	Discuss the significance of CRM to maintain the customer base and their loyalty.	5	K6

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