

(Please write your Enrollment Number)

Enrollment No. _____

MID-TERM EXAMINATION

(Course Name : MBA) (Semester : 1st)

(October 2024) OFF LINE mode

Subject Code: MMS 105	Subject: Marketing Management
Time : 1 ½ Hours	Maximum Marks :30

Note: Q1 is compulsory. Attempt any two parts of Q2 and Q3

Q1		(2.5*4=10)	CO Mapping
	a) Why there is a need of understanding customer satisfaction by the marketers.		CO1
	b) How do marketers create value in the minds of consumers? Provide examples from real-world scenarios.		CO1
	c) how do Legal and governmental factors affect the marketing strategy of the business in terms of marketing environment		CO2
	d) Why is the mass marketing approach declining rapidly? Explain with suitable example		CO2
UNIT I			CO Mapping
Q2	Attempt any two parts	(5*2=10)	
	a) Explain the concept of Green Marketing and Neuro marketing with example		CO1
	b) How can marketers apply Maslow's Hierarchy of Needs to develop effective marketing strategies that resonate with different consumer segments		CO1
	c) What is a product, and what are the different levels of products? Discuss each level in detail with examples."		CO1
UNIT II			CO Mapping
Q3	Attempt any two parts	(5*2=10)	
	a) How would you apply the concepts of market segmentation, targeting, and positioning to launch a new product in a highly competitive market? Provide an example to illustrate your approach.		CO2
	b) How can businesses use environmental scanning to understand their competitive landscape and leverage this for competitive advantage		CO2
	c) How would you apply targeting strategies to identify and approach market segments for a company launching eco-friendly products? Provide examples."		CO2