

END TERM EXAMINATION

FIFTH SEMESTER [BBA-MBA (MBQ)] JUNE 2025

Paper Code: BBA-102/MBQ-106

Subject: Marketing Management

(BATCH 2024 ONWARDS)

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal Choice is indicated.

- Q1 Attempt **any four** of the following questions. (4x5=20)
- (a) Define Marketing. How does marketing create value for customer?
 - (b) Enumerate the Consumer Decision Making Process.
 - (c) Explain marketing mix.
 - (d) Discuss New Product Development (NPD). Enumerate different steps associated with it.
 - (e) Write short notes on Direct Marketing and Personal Selling.
 - (f) With an example discuss Distribution Decisions of a firm of your choice.
 - (g) Define Green Marketing. Why it is relevant after United Nation's sustainable development goals (SDGs)?
 - (h) Describe relationship marketing with an example.
- Q2 Describe the different philosophies of marketing, highlighting their underlying assumptions and implications for business strategy. (10)
- OR**
- Q3 Critically evaluate the different levels of market segmentation and their applicability in various marketing contexts. Explain with one example. (10)
- Q4 Define brand. Explain the critical branding decisions that companies face and discuss the importance of building strong brands in today's competitive environment. (10)
- OR**
- Q5 Define price. Explain the different cost-based, value-based, and competition-based pricing methods, highlighting their advantages and disadvantages. (10)
- Q6 Explain the concept and importance of Integrated Marketing Communication (IMC) and discuss the steps involved in developing an effective IMC strategy. (10)
- OR**
- Q7 Discuss the critical factors that affect a company's choice of distribution channels, illustrating with examples how these factors influence channel selection. Do you think *amazon.com* has affected Indian market from Channel management perspective? Explain. (10)
- Q8 Differentiate between digital marketing and social media marketing. Analyze the key components and benefits of digital marketing in reaching and engaging modern consumers. (10)
- OR**
- Q9 With example discuss emerging technologies used in marketing. Evaluate the ethical implications of using AI and robotics in marketing, considering potential benefits and risks to consumers and society. (10)
