

Faculty of Management Studies

End Semester Examination May 2025

MS5CO07 Marketing Management

Programme	:	MBA	Branch/Specialisation	:	-
Duration	:	3 hours	Maximum Marks	:	60

Note: All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary.
 Notations and symbols have their usual meaning.

Section 1 (Answer all question(s))				Marks CO BL
Q1. The core of marketing is-				1 1 1
<input type="radio"/> Production	<input type="radio"/> Distribution			
<input type="radio"/> Advertising	<input checked="" type="radio"/> Exchange			
Q2. The concept of marketing mix was developed by-				1 1 1
<input type="radio"/> Philip Kotler	<input checked="" type="radio"/> Neil Borden			
<input type="radio"/> Stanton	<input type="radio"/> None of these			
Q3. Which type of targeting strategy aims at the whole market with one offer?				1 2 1
<input checked="" type="radio"/> Undifferentiated marketing	<input type="radio"/> Differentiated marketing			
<input type="radio"/> Niche marketing	<input type="radio"/> Concentrated marketing			
Q4. A well-defined market segment should be-				1 2 1
<input type="radio"/> Small	<input type="radio"/> Undefined			
<input checked="" type="radio"/> Measurable and accessible	<input type="radio"/> Expensive			
Q5. In the decline stage of the product life cycle, companies should-				1 3 1
<input type="radio"/> Increase investment	<input type="radio"/> Introduce new versions			
<input checked="" type="radio"/> Harvest or divest	<input type="radio"/> Expand product lines			
Q6. Which pricing strategy involves setting high initial prices?				1 3 1
<input type="radio"/> Penetration pricing	<input checked="" type="radio"/> Skimming pricing			
<input type="radio"/> Psychological pricing	<input type="radio"/> Discount pricing			
Q7. The flow of goods and services from producer to consumer is known as-				1 4 1
<input checked="" type="radio"/> Distribution	<input type="radio"/> Production			
<input type="radio"/> Communication	<input type="radio"/> Logistics			
Q8. Which step is first in the communication process?				1 4 1
<input type="radio"/> Decoding	<input type="radio"/> Noise			
<input type="radio"/> Encoding	<input checked="" type="radio"/> Sender			
Q9. Which of the following is a competitive strategy?				1 5 1
<input checked="" type="radio"/> Cost leadership	<input type="radio"/> Brand extension			
<input type="radio"/> Skimming pricing	<input type="radio"/> Line filling			
Q10. Green marketing focuses on-				1 5 1
<input type="radio"/> Price control	<input checked="" type="radio"/> Environmental sustainability			
<input type="radio"/> Distribution enhancement	<input type="radio"/> Increasing profit			

Section 2 (Answer all question(s))

Marks CO BL

Q11. Explain the selling concept in marketing with an example.

3 1 2

Rubric	Marks
Explain the selling concept in marketing= 2 marks Example= 1 mark	3

Q12. (a) Define marketing mix and explain each of its four components with examples.

7 1 3

Rubric	Marks
Define marketing mix= 1 mark explain each of its four components= $1.25 \text{ marks} \times 4 \text{ components} = 5 \text{ marks}$ example= $.25 \text{ marks} \times 4 \text{ examples} = 1 \text{ mark}$	7

(OR)

(b) Compare and contrast the selling and marketing concepts.

Rubric	Marks
As per explanation	7

Section 3 (Answer all question(s))

Marks CO BL

2 2 2

Q13. Define market segmentation.

Rubric	Marks
Definition = 2 marks	2

Q14. Define targeting in marketing.

2 2 2

Rubric	Marks
Definition = 2 marks	2

Q15. (a) Describe different basis of market segmentation.

6 2 3

Rubric	Marks
1.5 marks x 4 basis= 6 marks	6

(OR)

(b) Discuss differentiated, undifferentiated and concentrated marketing strategies.

Rubric	Marks
2 marks x each marketing strategy= 6 marks	6

Section 4 (Answer all question(s))

Marks CO BL

3 3 2

Q16. Explain brand equity with an example.

Rubric	Marks
Explain Brand Equity= 2 marks example= 1 mark	3

Q17. (a) Explain the concept of product life cycle and suggest marketing strategies for each stage.

7 3 3

Rubric	Marks
Four stages of Product Life Cycle= 4 marks Marketing strategies for each stage=.5 marks x 4 stages= 2 marks PLC curve diagram= 1 mark	7

(OR)

(b) Describe the factors influencing pricing decisions.

Rubric	Marks
1 marks x 7 factors= 7 marks	7

Section 5 (Answer all question(s))

Marks CO BL

3 4 2

Q18. Explain any three levels of channel.

Rubric	Marks
1 mark x 3 levels of channel= 3 marks	3

Q19. (a) Discuss the factors influencing channel management decisions.

7 4 3

Rubric	Marks
1 mark x 7 factors= 7 marks	7

(OR)

(b) Explain the steps in developing effective communication in context of marketing with a suitable diagram.

Rubric	Marks
1 mark x six steps= 6 marks diagram= 1 mark	7

Section 6 (Answer all question(s))

Marks CO BL

2 5 1

Q20. Define green marketing and green washing

Rubric	Marks
Definition = 2 marks	2

Q21. Define rural marketing and give names of any two successful rural marketing campaigns

2 5 1

Rubric	Marks
Definition = 2 marks	2

Q22. (a) Explain market leaders, challengers, followers, and nichers with respect to marketing.

6 5 3

Rubric	Marks
1.5 marks x 4= 6 marks	6

(OR)

(b) Discuss the emerging trends in marketing in the digital age.

Rubric	Marks
As per explanation	6
