

Enrollment No.....



Faculty of Management Studies
End Sem Examination May-2024
MS3CO20 Marketing Management

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Which marketing approach emphasizes creating value for customers through mutually beneficial relationships? **1**
 (a) Selling concept
 (b) Marketing concept
 (c) Social marketing concept
 (d) Green marketing
- ii. Which marketing trend involves conducting business activities through electronic means, such as the internet? **1**
 (a) Tele-marketing (b) M-Business
 (c) Green marketing (d) Relationship marketing
- iii. Which environmental factor encompasses factors such as inflation rates, employment levels, and GDP growth? **1**
 (a) Political environment
 (b) Economic environment
 (c) Technological environment
 (d) Socio-cultural environment
- iv. Which environmental factor relates to changes in weather patterns, natural disasters, and availability of natural resources? **1**
 (a) Natural environment (b) Technological environment
 (c) Legal environment (d) Socio-cultural environment
- v. What does product mix refer to in marketing? **1**
 (a) The number of products in a product line
 (b) The variety of product lines offered by a company
 (c) The depth of a product line
 (d) The length of a product line

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- vi. Which stage of the product lifecycle is characterized by rapid sales and increasing competition? **1**
 (a) Introduction (b) Growth (c) Maturity (d) Decline
- vii. What is the primary objective of pricing in marketing? **1**
 (a) Maximizing sales volume
 (b) Maximizing market share
 (c) Maximizing profit
 (d) Maximizing customer satisfaction
- viii. Which of the following is not a factor influencing pricing policy? **1**
 (a) Demand elasticity (b) Competition
 (c) Production costs (d) Product quality
- ix. What is the primary purpose of promotion in marketing? **1**
 (a) Generating revenue (b) Building brand awareness
 (c) Controlling costs (d) Managing distribution channels
- x. Which promotional tool focuses on direct interaction between sales representatives and potential customers? **1**
 (a) Advertising (b) Sales promotion
 (c) Personal selling (d) Publicity
- Q.2 i. Explain any two roles of a marketing manager. **2**
 ii. Explain any three functions of a marketing manager. **3**
 iii. Discuss the recent trends in marketing and their impact on consumer behaviour. **5**
- OR iv. Describe the principles and strategies of green marketing and its significance in sustainable business practices. **5**
- Q.3 i. Explain the significance of market segmentation in developing a targeted marketing strategy. **4**
 ii. Discuss the impact of economic factors on consumer behaviour and marketing strategies. **6**
- OR iii. Describe the role of technological advancements in shaping marketing strategies and consumer interactions. **6**
- Q.4 i. Discuss the importance of product line decisions in managing a company's product portfolio. **4**
 ii. How can companies use product differentiation strategies to gain a competitive advantage in the marketplace? **6**
- OR iii. Explain the concept of the product lifecycle and its relevance to **6**

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- marketing strategy.
- Q.5 i. Discuss any four key factors that influence pricing policy decisions in businesses. **4**
 ii. Describe various methods of pricing. **6**
- OR iii. Explain the significance of pricing in the marketing mix and the objectives that pricing strategies aim to achieve. **6**
- Q.6 Attempt any two:
 i. Explain the meaning of promotion in marketing and discuss its significance in achieving marketing objectives. **5**
 ii. Discuss the role of advertising in the promotion mix and how it helps businesses communicate with their target audience. **5**
 iii. Describe the various sales promotion techniques businesses use to stimulate immediate sales activity and encourage consumer purchasing. **5**

Marking Scheme

Marketing Management (T) - MS3CO20 (T)

Q.1	i)	d) Green marketing		1
	ii)	b) M-Business		1
	iii)	b) Economic environment		1
	iv)	a) Natural environment		1
	v)	b) The variety of product lines offered by a company		1
	vi)	b) Growth		1
	vii)	c) Maximizing profit		1
	viii)	d) Product quality		1
	ix)	b) Building brand awareness		1
	x)	c) Personal selling		1
Q.2	i.	1 mark each role	2*1 =2	2
	ii.	1 mark each function	3*1=3	3
	iii.	As per explanation	5*1=5	5
OR	iv.	As per explanation	5*1=5	5
Q.3	i.	As per explanation	Signification 4 Points	4
	ii.	As per explanation		6
OR	iii.	As per explanation		6
Q.4	i.	As per explanation	Importance 2 Marks Managing product portfolio 2 Marks	4
	ii.	As per explanation	Product Differentiation 3 Marks Comp. Advantage 3 Marks	6 6 prod
OR	iii.	5 marks explanation + 1-mark diagram		6
Q.5	i.	1 mark for each factor and its explanation	4 factor 4*1=4	4
	ii.	As per explanation		6
OR	iii.	As per explanation		6
Q.6	i.	As per explanation	2+3 Meaning +Signification	5
	ii.	As per explanation		5
	iii.	As per explanation		5