

Faculty of Management Studies

End Semester Examination May 2025

MS3CO38 Marketing Management Skills

Programme	:	BBA	Branch/Specialisation	:	Business Analytics
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
 1 1 2

Q1. What is the primary objective of marketing management?

Rubric	Marks
Creating customer value	1

- Maximizing production
- Creating customer value
- Reducing costs
- Managing human resources

Q2. Which of the following is a function of marketing management?

1 1 1

Rubric	Marks
Market research	1

- Budget planning
- Recruitment
- Market research
- Inventory control

Q3. Which of the following is not a factor affecting consumer behavior?

1 2 2

Rubric	Marks
Spiritual	1

- Cultural
- Social
- Technological
- Spiritual

Q4. Market segmentation involves dividing a market into-

1 2 3

Rubric	Marks
Smaller parts with similar characteristics	1

- Different brands
- Smaller parts with similar characteristics
- Different time zones
- Product categories only

Q5. Which of the following best describes the Product Life Cycle stage where sales peak and competition is most intense?

1 3 2

Rubric	Marks
Maturity	1

- Introduction
- Growth
- Maturity
- Decline

Q6. Which pricing strategy is used to penetrate a competitive market?

1 3 3

Rubric	Marks
Penetration pricing	1

- Skimming pricing Penetration pricing
 Cost-plus pricing Premium pricing

Q7. Some retailers, such as _____, carry narrow product lines with deep assortments within those lines.

1 4 3

Rubric	Marks
Advertising	1

- Chain stores Specialty stores
 Convenient stores Discount stores

Q8. Channel of distribution refers to-

1 4 2

Rubric	Marks
Path through which ownership of products passes	1

- Path through which ownership of products passes Advertising platforms
 Financial resources HR hiring agencies

Q9. Digital marketing primarily involves the use of-

1 5 1

Rubric	Marks
Internet and digital technologies	1

- Traditional media Print advertisements
 Internet and digital technologies Radio campaigns

Q10. Which of the following is a tool of promotion mix?

1 5 2

Rubric	Marks
SEO	1

- Warehousing Advertising
 Logistics Product design

Section 2 (Answer all question(s))

Marks CO BL

Q11. What is marketing management? Explain its role in achieving business objectives.

2 1 1

Rubric	Marks
1 mark for definition 1 mark role of marketing management in achieving business objectives	2

Q12. Give three differences between the selling concept and the marketing concept with examples.

3 1 2

Rubric	Marks
3 differences for 3 marks	3

Q13. (a) Explain the core concepts of marketing, including needs, wants, demand, value, exchange, and customer satisfaction. Use relevant examples.

5 1 3

Rubric	Marks
3 marks for explanation and 2 marks for examples	5

(OR)

- (b)** A local bakery has been facing declining sales despite having quality products. The owner believes that customers are unaware of their offerings. As a marketing consultant, how would you apply marketing management functions to improve their sales? Explain any two key functions with examples from the case.

Rubric	Marks
3 marks how to apply marketing management functions to improve their sales	5
2 marks for two key functions with examples from the case	

Section 3 (Answer all question(s))

Marks CO BL

4 2 2

Q14. Explain any four major factors that influence consumer behavior.

Rubric	Marks
4 factors that influence consumer behavior	4

Q15. (a) A new fitness apparel brand is planning to launch its products in India. The company wants to ensure its marketing efforts are focused and effective. As a marketing strategist, how would you segment the market for this brand? Suggest at least two bases for segmentation and justify your answer with examples relevant to the Indian market.

6 2 3

Rubric	Marks
4 marks segmenting market for this brand	6
2 marks for two bases for segmentation with examples	

(OR)

- (b)** Discuss the importance of market segmentation and explain the different types of segmentation with suitable examples.

Rubric	Marks
4 for importance and 2 for examples	6

Section 4 (Answer all question(s))

Marks CO BL

4 3 2

Q16. Explain any four types of pricing strategies used in marketing.

Rubric	Marks
4 types of pricing strategies used in marketing	4

Q17. (a) A smartphone company is launching a new mid-range model in a highly competitive market. The marketing team is unsure whether to use a penetration pricing or skimming pricing strategy. Analyze both pricing strategies and recommend the most suitable one. Justify your choice with reasons.

Rubric	Marks
3 marks analyzing pricing strategies 3 marks recommending suitable one.	6

(OR)

(b) Discuss the stages of the Product Life Cycle (PLC). Explain how pricing strategies can vary at each stage.

Rubric	Marks
stages of the Product Life Cycle (PLC) - 3 marks Explain Pricing strategies at each stage- 3marks	6

Section 5 (Answer all question(s))

Marks CO BL
4 4 2

Q18. Discuss four factors affecting channel distribution.

Rubric	Marks
four factors affecting channel distribution	4

Q19. (a) A new organic skincare brand wants to reach health-conscious millennials through effective promotion and distribution. Suggest an ideal promotion strategy and distribution channel for this brand. Explain your reasoning with examples.

6 4 1

Rubric	Marks
3 marks Suggest an ideal promotion strategy and distribution channel for this brand.	6
3 marks Explaining the reason with examples.	

(OR)

(b) Discuss the role of intermediaries in the distribution channel. Explain their importance using real-world examples.

Rubric	Marks
3 marks- role of intermediaries in the distribution channel	6
3 marks- Explaining the importance of distribution channel using real-world examples.	

Section 6 (Answer any 2 question(s))

Marks CO BL
5 5 3

Q20. Define digital marketing and discuss any three major tools used in digital marketing today.

Rubric	Marks
2 for definition and 3 for tools	5

Q21. What is the main focus of publicity? Give four differences between publicity and public relation.

5 5 3

Rubric	Marks
1 mark- main focus of publicity 4 marks- four differences between Publicity and public relation	5

Q22. How has social media transformed marketing strategies for businesses? Illustrate with relevant examples. **5** **5** **3**

Rubric	Marks
3 for explanation , 2 for examples	5
