



# Faculty of Management Studies

## End Semester Examination May 2025

### MS5CO07 Marketing Management

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

**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
<b>Q1.</b>	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					
<b>Q2.</b>	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					
<b>Q3.</b>	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					
<b>Q4.</b>	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					
<b>Q5.</b>	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					
<b>Q6.</b>	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					
<b>Q7.</b>	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					
<b>Q8.</b>	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					
<b>Q9.</b>	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					
<b>Q10.</b>	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 marks x 4 components= 5 marks example= .25 marks x 4 examples= 1 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

**Q13.** Define market segmentation.

2 2 2

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

**Q16.** Explain brand equity with an example.

3 3 2

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 maks 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

**Q18.** Explain any three levels of channel.

3 4 2

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

**Q20.** Define green marketing and green washing

2 5 1

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

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