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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: III - THEORY EXAMINATION (2024 - 2025)

Subject: Marketing Management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

1-a. Marketing Management was developed by _____ who is called Father of Marketing. (CO1, K1) 1

- (a) Philip Kotler
- (b) Jerome McCarthy
- (c) W. J. Stanton
- (d) none of these

1-b. Second stage in the Consumer Decision Making model is _____. (CO2, K1) 1

- (a) Need
- (b) Information Search
- (c) Evaluation of alternatives
- (d) Purchase

1-c. Behavioral variables of segmentation may include: (CO3, K1) 1

- (a) Context for business
- (b) Brand inconstancy
- (c) Patterns of consumption
- (d) None of these

1-d. Anything that has the ability to satisfy a consumer need is known as _____. (CO4, K1) 1

- (a) price

(b) place	
(c) product	
(d) promotion	
1-e. _____ of the following is the correct depiction of Digital Marketing. (CO5, K1)	1
(a) E-mail Marketing	
(b) Social Media Marketing	
(c) Web Marketing	
(d) all of these	
2. Attempt all parts:-	
2.a. Differentiate between marketing and selling. (CO1, K4)	2
2.b. List any two characteristics of Consumer Behavior. (CO2, K1)	2
2.c. List any two objectives of Market segmentation. (CO3, K1)	2
2.d. Define Promotion Mix. (CO4, K1)	2
2.e. List any two disadvantages of CRM. (CO5, K1)	2
<u>SECTION-B</u>	15
3. Answer any <u>three</u> of the following:-	
3-a. Describe the core concepts of marketing with suitable examples. (CO1, K2)	5
3-b. Explain the steps of consumer decision making process for purchase of a laptop. (CO2, K2)	5
3-c. Briefly explain the Basis of Market segmentation. (CO3, K2)	5
3-d. Describe various product levels in detail. (CO4, K2)	5
3.e. Explain the relevance of MKIS. (CO5, K2)	5
<u>SECTION-C</u>	30
4. Answer any <u>one</u> of the following:-	
4-a. Describe the 4 Ps of marketing with suitable examples. (CO1, K2)	6
4-b. Describe marketing environment. Also explain difference between internal environment and external environment. (CO1, K4)	6
5. Answer any <u>one</u> of the following:-	
5-a. Elaborate the environmental and individual factors that influence industrial buyer behavior with examples. (CO2, K2)	6
5-b. Differentiate between Nicosia model and Howard Seth Model. (CO2, K4)	6
6. Answer any <u>one</u> of the following:-	
6-a. Describe Product differentiation. Also explain the Product differentiation Strategies. (CO3, K2)	6
6-b. Discuss the scope and relevance of the concept of market segmentation. Will the scope change with the opening of Indian economy? Illustrate how firms would be benefited in marketing their products and services by segmentation. (CO3, K3)	6
7. Answer any <u>one</u> of the following:-	

- 7-a. Examine the term product price. List the objectives and factors to be considered when setting the product price. (CO4, K2) 6
- 7-b. List and explain the stages involved in the new product development. (CO4, K2) 6
8. Answer any one of the following:-
- 8-a. Using what you have learnt explain about customer relationship management (CRM) with suitable examples and state why is it important in modern day business context. (CO5, K3) 6
- 8-b. Elaborate how retailers are participating in the Global Retail Environment. (CO5, K2) 6

REG:JULY_DEC-2024