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Subject Code:- BMBA0205

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: II - THEORY EXAMINATION (20.....- 20.....)

Subject: Marketing Management

Time: 3 Hours

Max. Marks: 100

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

20

1. Attempt all parts:-

- 1-a. _____ is an example of a Social factor in environmental scanning. (CO1,K1) 1
- (a) Changing income levels in a market
- (b) Government tax policies
- (c) Shift in consumer preferences towards sustainability
- (d) Advances in new digital technologies
- 1-b. The Sales Orientation philosophy assumes that____. (CO1,K2) 1
- (a) Customers will buy the product if it is promoted effectively
- (b) Customers are not interested in purchasing a product unless it is pushed to them
- (c) The company must continuously innovate to meet customer demand
- (d) The market is constantly changing, requiring constant adaptations
- 1-c. A person's social class is typically determined by____. (CO2,K1) 1
- (a) Age and gender
- (b) Occupation, income, and education
- (c) Hobbies and interests
- (d) Social media usage
- 1-d. _____component of the Engel-Blackwell model is influenced by both internal and external factors. (CO2,K1) 1
- (a) Need recognition

- (b) Information search
- (c) Decision rules
- (d) Post-purchase evaluation
- 1-e. _____ segmentation type would focus on heavy, medium, and light users. 1
(CO3,K1)
 - (a) Demographic segmentation
 - (b) Geographic segmentation
 - (c) Behavioral segmentation
 - (d) Psychographic segmentation
- 1-f. _____ is an example of a demographic variable. (CO3, K1) 1
 - (a) Age
 - (b) Lifestyle
 - (c) Product usage
 - (d) Attitudes
- 1-g. _____ is the primary role of a wholesaler in the distribution channel. 1
(CO4,K1)
 - (a) Selling products directly to consumers
 - (b) Manufacturing goods
 - (c) Buying in bulk from producers and selling to retailers
 - (d) Advertising products to the public
- 1-h. Offering short-term incentives to encourage the purchase or sale of a product or service is known as _____.(CO4,K1) 1
 - (a) Sales promotion
 - (b) Public Relations
 - (c) Personal Selling
 - (d) Advertising
- 1-i. MKIS stands for _____. (CO5,K1) 1
 - (a) Marketing Knowledge Information System
 - (b) Marketing Knowledge Integrated System
 - (c) Marketing Knowledge and Information Systems
 - (d) Marketing Information System
- 1-j. CRM systems help businesses by _____. (CO5,K1) 1
 - (a) Managing customer relationships
 - (b) Managing employee payroll
 - (c) Running advertising campaigns
 - (d) Tracking website traffic

2. Attempt all parts:-

- 2.a. List two components of the micro environment in marketing. (CO1,K1) 2

2.b.	Give two examples of how lifestyle impact consumer buying decisions. (CO2,K1)	2
2.c.	Differentiate between positioning and re-positioning a product. (CO3,K4)	2
2.d.	Explain integrated marketing communication. (CO4,K2)	2
2.e.	Describe two benefits of using rural marketing as a strategy for business growth. (CO5,K2)	2

SECTION-B 30

3. Answer any five of the following:-

3-a.	Discuss how political and legal factors affect the marketing environment and decision-making. (CO1,K2)	6
3-b.	Differentiate between product and production orientation. (CO1,K4)	6
3-c.	Discuss the strategies McDonald's used to understand the social and cultural influences on consumer behavior. (CO2,K2)	6
3-d.	Highlight the difference between undifferentiated and differentiated marketing targeting strategies. (CO2,K4)	6
3.e.	"Geographic segmentation can be highly effective for businesses targeting customers in different regions with specific needs and preferences." Explain the statement with suitable examples. (CO3,K2)	6
3.f.	"Effective distribution strategies ensure that a product reaches its target customers at the right place and at the right time." Discuss. (CO4,K2)	6
3.g.	Discuss the use of MKIS in marketing organisations. (CO5,K2)	6

SECTION-C 50

4. Answer any one of the following:-

4-a.	Discuss the core concepts of marketing and how they form the foundation of a business's marketing strategy. (CO1,K2)	10
4-b.	Explain the functions of marketing. Discuss its objectives and the scope of marketing in today's business world. (CO1, K2)	10

5. Answer any one of the following:-

5-a.	Analyze the factors influencing business buyers differ from those influencing individual consumers. (CO2, K4)	10
5-b.	Describe the Black Box model of consumer behavior. Discuss its importance and limitations. (CO2, K2)	10

6. Answer any one of the following:-

6-a.	Define targeting in marketing. How does targeting differ from market segmentation? Discuss the significance of targeting in the marketing strategy. (CO3,K4)	10
6-b.	Define market segmentation. Why is it important for businesses to segment their markets effectively? Discuss the benefits of market segmentation for marketers. (CO3,K2)	10

7. Answer any one of the following:-

- 7-a. Describe the New Product Development (NPD) process and why is it essential for companies to have a well-defined NPD process. (CO4, K2) 10
- 7-b. A company is launching a new electric car, and several factors must be considered in setting the price. Discuss the factors affecting price decisions for this product. (CO4,K2) 10
8. Answer any one of the following:-
- 8-a. Elaborate how consumer behavior and purchasing patterns in rural markets have evolved in recent years. (CO5,K2) 10
- 8-b. A local restaurant is struggling with low foot traffic and wants to use digital marketing to boost its sales. Design a digital marketing strategy for this restaurant. (CO5,K6) 10

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