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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 is meeting the needs profitably of : (CO1, K1)   1

    (a)   Marketers

    (b)   Both a and b

    (c)   customers

    (d)   none of these

1-b.   In consumer behavior CDM stands for (CO2, K1)   1

    (a)   Customer Decision Mix

    (b)   Consumer Decision Making

    (c)   Customer Development Model

    (d)   Consumer Decision Mapping

1-c.   The strategy where the producer or marketer does not differentiate between   1
       different type of customers. (CO3, K1)

    (a)   Undifferentiated Marketing

    (b)   Differentiated Marketing

    (c)   Concentrated Marketing

    (d)   Customised or Personalised Marketing

1-d.   A detailed specification for the product development and pricing is established in   1
       _____ stage of "Product Development Process". (CO4, K1)

    (a)   Launch

     (b)   Testing

     (c)   Feature Specfication

     (d)   Idea Screening

1-e.   ____of the following is the most common delivery channel for mobile marketing.   1
(CO5, K1)

     (a)   text

     (b)   grapic

     (c)   voice call

     (d)   Search engine marketing

2. Attempt all parts:-

2.a.   Give the meaning of direct marketing. (CO1, K1)   2

2.b.   Define information research in consumer buying process. (CO2, K1)   2

2.c.   Define target customers. (CO3, K1)   2

2.d.   List any two functions of marketing communication. (CO4, K1)   2

2.e.   List any two recent trends in marketing. (CO5, K1)   2

SECTION-B   15

3. Answer any <u>three</u> of the following:-

3-a.   Describe the objectives of marketing. (CO1, K2)   5

3-b.   Write a short note on consumer and business buyer behavior. (CO2, K2)   5

3.c.   Explain the requisites of effective Market Segmentation. (CO3, K2)   5

3.d.   Explain Product hierarchy. (CO4, K2)   5

3.e.   Explain the 5Ds of digital marketing. (CO5, K2)   5

SECTION-C   30

4. Answer any <u>one</u> of the following:-

4-a.   A popular Indian brand wants to establish coffee vending machines in various   6
cities and locations. Before they establish, the company wants to know their
market opportunities and environment. A) Formulate a market feasibility study to
help them from a marketing plan. B) Develop an analysis of their marketing and
competitive marketing. (CO1, K3)

4-b.   Elaborate on the prospects and challenges of marketing in the present global   6
environment. (CO1, K2)

5. Answer any <u>one</u> of the following:-

5-a.   Briefly explain the factors that influence consumer behavior. (CO2, K2)   6

5-b.   Elaborate Nicosia model with all stages. (CO2, K2)   6

6. Answer any <u>one</u> of the following:-

6-a.   Explain the significance of segmentation, targeting and positioning strategies in   6
marketing. (CO3, K2)

6-b.   Define targeting. Also elaborate target market strategies. (CO3, K2)   6

7. Answer any <u>one</u> of the following:-

7-a.   Illustrate the multi channel distribution strategies. (CO4, K2)   6

7-b.   Define Wholesaling.Also explain the types of Wholesaling. (CO4, K2)   6

8. Answer any <u>one</u> of the following:-

8-a.   Define marketing information system and explain the importance of information to the company and its understanding of the market place. (CO5, K2)   6

8-b.   Define customer relationship management. Also differentiate between CRM and MIS with examples. (CO5, K2)   6