

[illegible]

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL GREATER NOIDA

PGDM (Standard)

TRIMESTER-IITHEORY EXAMINATION (2024-2025)

Subject: Marketing Management

Time: 2Hrs.30 min**Max. Marks:60**

General Instructions:

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

- 1. This Question paper comprises of three Sections -A, B, & C. It consists of Short type questions & 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. | Define Micro Environment. (CO1) | 1 |
| 1-b. | List the characteristics of business markets.(CO2) | 1 |
| 1-c. | Define market segmentation. (CO3) | 1 |
| 1-d. | Define product life cycle. (CO4) | 1 |
| 1-e. | Define rural marketing.(CO5) | 1 |

2. Attempt **all** parts:-

- | | | |
|------|--|---|
| 2.a. | Explain in brief the various types of marketing environment(CO1) | 2 |
| 2.b. | Define product life cycle. (CO2) | 2 |
| 2.c. | Discuss STP contributes to business efficiency. (CO3) | 2 |
| 2.d. | Define Multi-channel marketing.(CO4) | 2 |
| 2.e | Explain the importance of digital marketing strategies in business growth. (CO5) | 2 |

SECTION – B

15

3. Answer any **three** of the following-

- | | | |
|------|--|---|
| 3-a. | Illustrate four P's of the marketing mix .CO1) | 5 |
| 3-b. | Explain the factors affecting consumer behaviour.(CO2) | 5 |
| 3-c. | Explain the process of market segmentation. (CO3) | 5 |

- 3-d. Define branding. Describe its role in marketing.(CO4) 5
- 3-e. Mention any five merits and demerits of online buying. (CO5) 5

SECTION – C

30

Case Let & Application Based

4. Answer any **one** of the following-
- 4-a. Define Environmental scanning and the factor that involves evaluating which type of factors?(CO1) 6
- 4-b. Contrast the difference between selling and marketing? (CO1) 6
5. Answer any **one** of the following- 6
- 5-a. Describe how social and cultural factors affect customer buying decision. (CO2) 6
- 5-b. Explain why marketing managers should understand consumer behaviour. (CO2) 6
6. Answer any **one** of the following-
- 6-a. Define marketing segmentation. Explain the various bases of segmenting Market. (CO3) 6
- 6-b. “Positioning called Marketing pillars” explain why. (CO3) 6
7. Answer any **one** of the following-
- 7-a. Describe the various factors which a manager must keep in his mind while making pricing decisions.(CO4) 6
- 7-b. Explain the various factors that influence the choice of Channels of Distribution. (CO4) 6
8. Answer any **one** of the following-
- 8-a. Discuss the trends of online marketing among the youth, with suitable. (CO5) 6
Examples.
- 8-b. Develop a Marketing Information System for a Mobile phone marketing. (CO5) 6