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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET Business School GREATER NOIDA

PGDM (Standard)

TRIMESTER-I THEORY 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 marketing management.(CO1,K1)                                     | 1 |
| 1-b. Explain customer acquisition cost.(CO2,K1)                               | 1 |
| 1-c. Identify one basis for market segmentation.(CO3,K1)                      | 1 |
| 1-d. Define brand loyalty.(CO4,K1)  | 1 |
| 1-e. State one trend affecting the marketing mix in the 21st century.(CO5,K1) | 1 |

2. Attempt **all** parts:-

- |   |   |
|---|---|
| 2.a. Explain the role of the 4P's in marketing.(CO1,K2)                             | 2 |
| 2.b. Describe the relationship between psychic cost and image value.(CO2,K1)        | 2 |
| 2.c. Explain the importance of evaluating market segments before targeting.(CO3,K2) | 2 |
| 2.d. Mention the significance of the BCG Matrix in brand management.(CO4,K1)        | 2 |
| 2.e. Discuss the role of CRM in modern marketing.(CO5,K2)                           | 2 |

**SECTION – B**

**15**

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

- |  |   |
|--|---|
| 3-a. Discuss the importance of understanding marketing models in | 5 |
|--|---|

- decision-making. (CO1,K2)
- 3-b. Illustrate how businesses determine customer-delivered value.(CO2,K3) 5
- 3-c. Explain the procedures involved in segmenting a consumer market. (CO3,K3) 5
- 3-d. Illustrate the process of co-branding with examples.(CO4,K3) 5
- 3-e. Analyze the impact of digital marketing on customer relationship management. (CO5,K3) 5

### SECTION – C

**30**

#### Case Let & Application Based

4. Answer any one of the following-
- 4-a. Evaluate the relevance of the SAVE model in modern marketing strategies. (CO1,K5) 6
- 4-b. Compare and contrast the concepts of value creation for products and services. (CO1,K3) 6
5. Answer any one of the following- 6
- 5-a. Evaluate strategies to maximize customer lifetime value in competitive markets.(CO2,K5) 6
- 5-b. Assess the correlation between psychic costs and perceived value in consumer decisions. (CO2,K3) 6
6. Answer any one of the following-
- 6-a. Evaluate the effectiveness of market segmentation in achieving business goals.(CO3,K5) 6
- 6-b. Assess the challenges in targeting diverse consumer groups.(CO3,K4) 6
7. Answer any one of the following-
- 7-a. Evaluate the role of brand extension in enhancing market reach.(CO4,K5) 6
- 7-b. Critique the application of the BCG Matrix in managing multi-brand portfolios.(CO4,K3) 6
8. Answer any one of the following-
- 8-a. Evaluate the strategies used by businesses to adapt to changing marketing trends. (CO5,K5) 6
- 8-b. Assess the role of B2B marketing in enhancing organizational growth. (CO5,K3) 6