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

MBA-IEV

SEM: I - THEORY EXAMINATION (2025 - 2026)

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. The activity of creating, communicating, delivering, and exchanging offerings that satisfy needs is called (CO1,K1) 1
- (a) Production
 - (b) Marketing
 - (c) Finance
 - (d) HR
- 1-b. Customer division based on age, income, and gender is (CO1,K1) 1
- (a) Behavioral segmentation
 - (b) Demographic segmentation
 - (c) Psychographic segmentation
 - (d) Geographic segmentation
- 1-c. One way how perception affects buying decisions. (CO2,K2) 1
- (a) Product labeling
 - (b) Personal beliefs
 - (c) Cost reduction
 - (d) Market segmentation
- 1-d. Identify a stage in consumer buying process. (CO2,K2) 1
- (a) Need recognition
 - (b) Market research
 - (c) Brand positioning
 - (d) Supplier negotiation

- 1-e. Role of business analysis in NPD. (CO3,K2) 1
- (a) Estimates costs and revenue
 - (b) Determines brand name
 - (c) Prepares ads
 - (d) Selects channel
- 1-f. Identify a pricing objective. (CO3,K1) 1
- (a) Maximize profit
 - (b) Reduce advertising
 - (c) Diversification
 - (d) Product innovation
- 1-g. One of these is not a direct channel. (CO4,K1) 1
- (a) Online store
 - (b) Retailer
 - (c) Wholesaler
 - (d) Distributor
- 1-h. Name a step in personal selling process. (CO4,K1) 1
- (a) Prospecting
 - (b) Advertising
 - (c) Pricing
 - (d) Branding
- 1-i. Identify a mobile marketing technique. (CO5,K2) 1
- (a) SMS campaigns
 - (b) Print ads
 - (c) TV commercials
 - (d) Telemarketing
- 1-j. Identify a strategy for rural product adoption. (CO5,K3) 1
- (a) Awareness campaigns using local media
 - (b) Only digital ads
 - (c) High-cost campaigns
 - (d) Ignore literacy

2. Attempt all parts:-

- 2.a. Compare and contrast mass marketing and niche marketing. (CO1,K4) 2
- 2.b. Name 2 characteristics of business markets. (CO2,K1) 2
- 2.c. Name the 2 errors in idea screening. (CO3,K1) 2
- 2.d. State the meaning of logistics management (CO4,K1). 2
- 2.e. Define digital marketing. (CO5,K1) 2

SECTION-B 30

3. Attempt all parts:-

3.a. Answer any one of the following:-

- 3.a.(i) Compare two targeting strategies. (CO1,K4) 6

3.a.(ii)	Illustrate the methods of market positioning with suitable example. (CO1,K3)	6
3.b.	Answer any one of the following:-	
3.b.(i)	Examine the impact of social and situational factors on buying decisions. (CO2,K5)	6
3.b.(ii)	Illustrate technological influences on consumer purchase decisions. (CO2,K3)	6
3.c.	Answer any one of the following:-	
3.c.(i)	Explain idea generation and screening in NPD. (CO3,K2)	6
3.c.(ii)	Discuss steps in pricing process. (CO3,K2)	6
3.d.	Answer any one of the following:-	
3.d.(i)	Explain logistics management functions. (CO4,K2)	6
3.d.(ii)	Explain sales promotion techniques with examples. (CO4,K2)	6
3.e.	Answer any one of the following:-	
3.e.(i)	Explain the role of digital marketing in reaching new customer segments. (CO5,K2)	6
3.e.(ii)	Explain the difference between operational and analytical CRM. (CO5,K2)	6
SECTION-C		50
4.	Answer any <u>one</u> of the following:-	
4-a.	Examine how marketing functions integrate with overall business objectives. (CO1,K4)	10
4-b.	Illustrate the impact of market environment changes on marketing strategies. (CO1,K3)	10
5.	Answer any <u>one</u> of the following:-	
5-a.	Apply a buyer behavior model to explain a purchasing scenario. (CO2,K3)	10
5-b.	Evaluate the significance of motivation and perception in consumer behavior. (CO2,K5)	10
6.	Answer any <u>one</u> of the following:-	
6-a.	Evaluate adoption process importance in marketing strategy. (CO3,K5)	10
6-b.	Evaluate success factors for product launch using NPD stages. (CO3,K5)	10
7.	Answer any <u>one</u> of the following:-	
7-a.	Analyze AIDA model effectiveness in real-world personal selling case. (CO4,K4)	10
7-b.	Analyze role of channels in enhancing supply chain efficiency. (CO4,K4)	10
8.	Answer any <u>one</u> of the following:-	
8-a.	Discuss mobile marketing adoption barriers and suggest solutions. (CO5,K3)	10
8-b.	Evaluate digital marketing strategies for small rural enterprises. (CO5,K5)	10