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

MBA MF

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. Key requirement for effective segmentation includes (CO1,K2)

1

- (a) Large market only
- (b) Measurable, accessible, substantial, differentiable
- (c) High advertising
- (d) Strong distribution

1-b. Lifestyle, values, and interests define (CO1,K2)

1

- (a) Psychographic segmentation
- (b) Demographic segmentation
- (c) Behavioral segmentation
- (d) Geographic segmentation

1-c. Identify a factor affecting organizational buying decisions. (CO2,K2)

1

- (a) Budget constraints
- (b) Consumer preferences
- (c) Brand image
- (d) Social factors

1-d. Illustrate the role of perception in business buying behavior. (CO2,K3)

1

- (a) Affects evaluation of suppliers
- (b) Controls marketing
- (c) Reduces cost
- (d) Determines consumer loyalty

1-e. State a strategy used to expand product mix. (CO3,K1)

1

- (a) Line filling
 - (b) Market penetration
 - (c) Product modification
 - (d) Pricing skimming
- 1-f. Name a stage in new product development (NPD) process. (CO3,K1) 1
- (a) Idea generation
 - (b) Product launch
 - (c) Market segmentation
 - (d) Brand positioning
- 1-g. State a characteristic of multi-channel marketing. (CO4,K1) 1
- (a) Multiple distribution channels
 - (b) Single pricing method
 - (c) Fixed promotion
 - (d) Exclusive retailer
- 1-h. Identify a benefit of multi-channel marketing. (CO4,K2) 1
- (a) Wider customer access
 - (b) Higher price only
 - (c) Single channel focus
 - (d) Fewer products
- 1-i. State one characteristic of rural consumers. (CO5,K1) 1
- (a) Value-conscious
 - (b) Brand indifferent
 - (c) Digital-savvy
 - (d) Price-insensitive
- 1-j. Mention a factor influencing rural marketing strategies. (CO5,K2) 1
- (a) Cultural differences
 - (b) Website design
 - (c) Mobile app UI
 - (d) Social media algorithm
2. Attempt all parts:-
- 2.a. Identify one core concept of marketing. (CO1,K1) 2
- 2.b. Mention two stage of the consumer buying decision-making process.(CO2,K1) 2
- 2.c. List a stage in product life cycle. (CO3,K1) 2
- 2.d. Define direct channel. (CO4,K1) 2
- 2.e. Define Customer Relationship Management (CRM). (CO5,K1) 2

SECTION-B

30

3. Attempt all parts:-

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

- 3.a.(i) Describe a marketing orientation approach and its significance. (CO1,K2) 6
- 3.a.(ii) Analyze elements of marketing planning. (CO1,K4) 6

3.b. Answer any one of the following:-	
3.b.(i) Describe the consumer buying decision process. (CO2,K2)	6
3.b.(ii) Illustrate a psychological factor affecting consumer behavior. (CO2,K2)	6
3.c. Answer any one of the following:-	
3.c.(i) Describe importance of prototype testing in NPD. (CO3,K2)	6
3.c.(ii) Illustrate relationship between product mix and brand image. (CO3,K3)	6
3.d. Answer any one of the following:-	
3.d.(i) Describe features of direct and indirect channels. (CO4,K2)	6
3.d.(ii) Illustrate multi-channel marketing with a real-world example. (CO4,K3)	6
3.e. Answer any one of the following:-	
3.e.(i) Illustrate the use of MKIS for analyzing market trends. (CO5,K3)	6
3.e.(ii) Examine limitations of CRM in small businesses. (CO5,K4)	6
<u>SECTION-C</u>	50
4. Answer any <u>one</u> of the following:-	
4-a. Discuss strategies for maintaining differentiation over time. (CO1,K2)	10
4-b. Evaluate the role of marketing in achieving organizational goals. (CO1,K5)	10
5. Answer any <u>one</u> of the following:-	
5-a. Explain Black box model of buying behavior. (CO2,K2)	10
5-b. Differentiate between the consumer buying and business buying. (CO2,K4)	10
6. Answer any <u>one</u> of the following:-	
6-a. Evaluate adoption process importance in marketing strategy. (CO3,K5)	10
6-b. Conduct survey on consumer perception of a product mix and report findings. (CO3,K3)	10
7. Answer any <u>one</u> of the following:-	
7-a. Illustrate logistics management process in a selected company. (CO4,K3)	10
7-b. Compare personal selling and advertising in customer engagement. (CO4,K4)	10
8. Answer any <u>one</u> of the following:-	
8-a. Compare traditional marketing methods with digital marketing in rural contexts. (CO5,K4)	10
8-b. Analyze the impact of rural consumer behavior on product adoption. (CO5,K4)	10