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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 (2025 - 2026)

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 Management was developed by _____ who is called Father of Marketing. (CO1, K1) 1
- (a) Philip Kotler
- (b) Jerome McCarthy
- (c) W. J. Stanton
- (d) none of these
- 1-b. CDM stands for _____. (CO2, K1) 1
- (a) Consumer Development Model
- (b) Consumer Decision Mix
- (c) Consumer Decision Making
- (d) Consumer Development Matrix
- 1-c. Behavioral variables of segmentation may include: (CO3, K1) 1
- (a) Context for business
- (b) Brand inconstancy
- (c) Patterns of consumption
- (d) None of these
- 1-d. _____ are the levels of product. (CO4, K2) 1
- (a) Core Product
- (b) Generic Product
- (c) Expected Product
- (d) All of above

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|-------------------------|--|-----------|
| 1-e. | One of the following is not a type of mobile marketing. (CO5, K1) | 1 |
| (a) | Social media marketing | |
| (b) | Television marketing | |
| (c) | SMS marketing | |
| (d) | Email marketing | |
| 2. | Attempt all parts:- | |
| 2.a. | Define any two types of marketing. (CO1, K2) | 2 |
| 2.b. | Differentiate between Consumer and Business Buyer Behaviour. (CO2, K2) | 2 |
| 2.c. | Explain Marketing Targeting. (CO3, K2) | 2 |
| 2.d. | Define expected product. (CO4, K1) | 2 |
| 2.e. | Define Advertising. (CO5, K2) | 2 |
| <u>SECTION-B</u> | | 15 |
| 3. | Answer any <u>three</u> of the following:- | |
| 3-a. | Describe the objectives of marketing. (CO1, K2) | 5 |
| 3-b. | Explain the types of consumer buying behavior. (CO2, K3) | 5 |
| 3.c. | Explain the requisites of effective Market Segmentation. (CO3, K2) | 5 |
| 3.d. | Describe various product levels in detail. (CO4, K2) | 5 |
| 3.e. | Differentiate between Location-Based Marketing and QR Code Marketing. (CO5, K4) | 5 |
| <u>SECTION-C</u> | | 30 |
| 4. | Answer any <u>one</u> of the following:- | |
| 4-a. | Describe the 4 Ps of marketing with suitable examples. (CO1, K2) | 6 |
| 4-b. | Elaborate on the prospects and challenges of marketing in the present global environment. (CO1, K2) | 6 |
| 5. | Answer any <u>one</u> of the following:- | |
| 5-a. | List the factors that influence individual buying Behaviour with examples. (CO2, K2) | 6 |
| 5-b. | Personal and Psychological Influences really work in the field of Consumer Behaviour. Explain. (CO2, K3) | 6 |
| 6. | Answer any <u>one</u> of the following:- | |
| 6-a. | Explain the Market Segmentation Process. (CO3, K3) | 6 |
| 6-b. | Answer any two 1. Market Segmentation 2. Positioning Strategies (CO3, K2) | 6 |
| 7. | Answer any <u>one</u> of the following:- | |
| 7-a. | Explain various factors affecting pricing decisions in an organisation. (CO4, K3) | 6 |
| 7-b. | Identify the advertising medium which is more effective in terms of cost and reach in relation to other media available to the marketer. Illustrate your responses with a specific advertising campaign. (CO4, K3) | 6 |
| 8. | Answer any <u>one</u> of the following:- | |
| 8-a. | Using what you have learnt explain about customer relationship management | 6 |

(CRM) with suitable examples and state why is it important in modern day business context. (CO5, K3)

8-b. Elaborate how retailers are participating in the Global Retail Environment. (CO5, K2)

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