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

BBA

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. A strategic business unit with low market share in a high-growth market, requiring significant investment, is a _____. (CO1, K1) 1
- (a) Dog
- (b) Question Mark
- (c) Star
- (d) Cash Cow
- 1-b. The stage in the STP process where a company evaluates and selects one or more market segments to enter is _____. (CO2, K2) 1
- (a) Segmentation
- (b) Targeting
- (c) Positioning
- (d) Product Development
- 1-c. The amount of money charged for a product or service is defined as its _____. (CO3, K1) 1
- (a) Cost
- (b) Price
- (c) Value
- (d) Tax
- 1-d. A paid, non-personal presentation of ideas, goods, or services by an identified sponsor is known as _____. (CO4, K1) 1
- (a) Advertising
- (b) Personal Selling

- (c) Sales Promotion
 - (d) Public Relations
- 1-e. Marketing activities designed to minimize negative environmental impact and promote sustainable consumption are known as _____. (CO5, K2) 1
- (a) Rural Marketing
 - (b) Green Marketing
 - (c) International Marketing
 - (d) Direct Marketing

2. Attempt all parts:-

- 2.a. Provide the standard definition of marketing. (CO1, K2) 2
- 2.b. Name the three major stages in the STP process. (CO2, K2) 2
- 2.c. Name the three main categories of factors that determine a product's price. (CO3, K1) 2
- 2.d. State what the acronym 'UGC' stands for in digital marketing. (CO4, K1) 2
- 2.e. List two common ethical issues that can arise in advertising. (CO5, K2) 2

SECTION-B 15

3. Answer any three of the following:-

- 3-a. Explain the four components of the marketing mix (4 Ps) with a suitable example for each. (CO1, K2) 5
- 3-b. Describe the three-step STP (Segmentation, Targeting, Positioning) process and explain its significance in developing an effective marketing strategy. (CO2, K3) 5
- 3.c. Compare and contrast the three general approaches to pricing: Cost-based, Value-based, and Competition-based pricing. (CO3, K4) 5
- 3.d. Illustrate with examples how a company selling directly online (D2C) might use a different promotion mix compared to a company selling through retail partners. (CO4, K4) 5
- 3.e. Describe the key characteristics and challenges of Rural Markets. Also explain the requirement of distinct marketing approach. (CO5, K2) 5

SECTION-C 30

4. Answer any one of the following:-

- 4-a. Critically evaluate the relevance of the traditional 4 Ps marketing mix in today's digital and service-dominated economy. Propose if any elements should be added or reframed. (CO1, K6) 6
- 4-b. Design a framework for a marketing manager to systematically scan and analyze the macro-environment. Explain the purpose of monitoring each force (e.g., Political, Economic, Social, Technological, etc.) and how insights are used. (CO1, K4) 6

5. Answer any one of the following:-

- 5-a. Critically evaluate the Product Life Cycle (PLC) model as a strategic planning tool for marketers. Discuss its practical utility, as well as its limitations in predicting a product's market performance. (CO2, K6) 6
- 5-b. Trace the complete journey of a successful product (e.g., the iPhone, Netflix streaming) through the stages of the PLC. For each stage, analyze the key marketing 6

challenges and strategies employed by the company. (CO2, K4)

6. Answer any one of the following:-

- 6-a. Discuss the decision-making process for selecting distribution intensity. How should a luxury watchmaker's approach differ from that of a soft drink manufacturer. (CO3, K3) 6
- 6-b. Propose a complete channel strategy for a small manufacturer of artisanal foods looking to expand from local farmers' markets to regional or national distribution. Also explain the types of intermediaries should they seek.(CO3, K5) 6

7. Answer any one of the following:-

- 7-a. Analyze a successful viral marketing campaign (e.g., Dove Real Beauty Sketches, Old Spice "The Man Your Man Could Smell Like"). Deconstruct the elements that made it work, focusing on its use of digital platforms and content psychology. (CO4, K4) 6
- 7-b. Explain the strategic process of selecting the right mix of promotional tools for a B2B (business-to-business) company versus a B2C (business-to-consumer) company. (CO4, K2) 6

8. Answer any one of the following:-

- 8-a. "Green marketing is often a facade for 'greenwashing'." Debate the validity of this statement. Discuss the conditions under which green marketing is authentic and effective versus when it becomes misleading. (CO5, K6) 6
- 8-b. Propose a complete sustainability-focused marketing plan for a company in a pollutive industry (e.g., fast fashion, fossil fuels). how can it transition credibly. (CO5, K6) 6