



First Semester MBA Degree Examination, Dec.2025/Jan.2026
Marketing Management

Max. Marks: 100

- Note:** 1. Answer any **FOUR** full questions from Q.No.1 to Q.No.7.
 2. Question No. 8 is compulsory.
 3. M : Marks, L: Bloom's level, C: Course outcomes.

			M	L	C
Q.1	a.	Define marketing and explain its importance.	3	L1	CO1
	b.	Differentiate between marketing and selling with suitable examples.	7	L2	CO1
	c.	Discuss the micro and macro environmental factors affecting marketing decisions.	10	L2	CO1
Q.2	a.	Define consumer behaviour and mention two cultural factors influencing it.	3	L3	CO2
	b.	What are the different buying roles in the consumer decision-making process? Explain with examples.	7	L2	CO2
	c.	Discuss the black box model of consumer behaviour and its psychological factors.	10	L3	CO2
Q.3	a.	Define product mix and list its components.	3	L1	CO3
	b.	Analyse the process of new product development.	7	L4	CO3
	c.	Analyse the pricing strategies with suitable examples.	10	L4	CO3
Q.4	a.	What is channel conflict? State two ways to resolve it.	3	L1	CO4
	b.	Explain the AIDA model in advertising, with examples.	7	L2	CO4
	c.	Discuss the steps involved in developing effective communication in Integrated Marketing Communications (IMC).	10	L4	CO4
Q.5	a.	Define market segmentation and its benefits.	3	L1	CO5
	b.	Explain the concept of marketing channels. Discuss the different levels of marketing channels with suitable examples.	7	L3	CO4
	c.	Examine the bases for segmenting consumer markets, with examples.	10	L4	CO5
Q.6	a.	What is digital marketing? List out any two benefits of social media marketing.	3	L1	CO5
	b.	Illustrate the push and pull strategies in promotion.	7	L2	CO4
	c.	Explain the 4Ps of Marketing with suitable examples. How does Coca-Cola use its marketing mix strategies to maintain its global market presence?	10	L2	CO1
Q.7	a.	What are marketing channels? Mention any two factors affecting channel choice.	3	L1	CO4
	b.	Analyse the concepts of Neuro Marketing, Sensory Marketing, and Societal Marketing. How do these strategies influence consumer behavior and brand perception?	7	L4	CO5

	c.	Evaluate the different stages of the Product Life Cycle (PLC) with suitable examples. How can marketers modify their strategies at each stage to sustain product success?	10	L4	CO3
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Compulsory Questions

Q.8		<p>MVW Ltd., a rapidly growing tech company, is preparing to launch a new line of AI-powered home appliances, including smart refrigerators, voice-controlled ovens, and automated vacuum cleaners. The company prides itself on cutting-edge technology, promising seamless integration with smart home ecosystems. However, MVW Ltd. faces several challenges:</p> <ol style="list-style-type: none"> 1. Identifying the right target market — should they focus on tech-savvy millennials, high-income households, or environmentally-conscious consumers? 2. Setting the right price — balancing affordability to attract mass buyers while maintaining a premium image. 3. Designing an effective promotional campaign — leveraging digital platforms, influencer collaborations, and traditional media to maximize reach and impact. 4. Crafting a compelling brand message — clearly communicating how their AI appliances simplify life, save energy, and enhance comfort. <p>As a marketing strategist, answer the following:</p>			
	a.	Suggest suitable market segmentation techniques MVW Ltd. can use to identify their ideal customer base.	5	L4	CO5
	b.	Propose pricing strategies that balance competitiveness and profitability for their AI-powered appliances.	5	L4	CO5
	c.	Recommend promotional strategies using both digital and traditional media to effectively reach their target audience.	5	L4	CO5
	c.	Develop a brand positioning statement highlighting the unique selling proposition of MVW Ltd.'s AI appliances.	5	L4	CO5

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