PRN:		Course Code :	P73PC105

000478

First Year MBA Semester End Examination Winter 2024

Marketing Management

Day and Date: Mon F 9 DEC 2024 Max Marks: **50**

Time : 10:30AM To 12:30PM Duration: **2** hrs.

Instructions: i. All questions are compulsory.
ii. Figures to the right indicate full marks.

			Marks	Level	CLO
Q.1		**Attempt the following** *(Module 1 to 5)*			
		Explain the concept of Consumer behavior and interpret the factors influencing on consumer behavior	10	2	CLO 2
Q.2		**Attempt the following** *(Module 2)*			
	a)	Compare the different stages in Product life cycle	05	4	CLO 3
	b)	Identify recent challenges and trends in Retail Marketing	05	3	CLO 5
		OR			
	c)	Evaluate the different Levels of Marketing Channels	05	5	CLO 3
Q.3		**Attempt the following** *(Module 3)*			
	a)	Elaborate the applied elements of Promotion mix	05	6	CLO 3
	b)	Determine various bases for market segmentation in marketing	05	5	CLO 2
		OR			
	c)	Discuss the recent marketing strategies for consumer goods	05	6	CLO 4
Q.4		**Attempt the following** *(Module 4)*			
	a)	Summarize Extended P's of Services Marketing with suitable examples	05	2	CLO 3
	b)	What are the elements of marketing environment	05	1	CLO 1
		OR			
	b)	Examine Porter's Generic Strategies of marketing	05	4	CLO 4
Q.5		**Write short notes Any Two** *(Module 5)*	10		
	a)	Direct and Online Marketing	05		CLO 5
	b)	Rural Marketing	05		CLO 5
	c)	Holistic Marketing	05		CLO 5

(Optional 20 Marks)

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