**MB110**

**Sl. No.**

# II Semester M.B.A. Degree Examination, May/June - 2026

## MANAGEMENT

## Marketing Management

## (Non-CBCS Scheme)

**Time : 3 Hours** **Maximum Marks : 80**

### SECTION - A

**Answer any Five sub-questions. Each sub-question carries Three marks. (5×3=15)**

**1.** a) What are the objectives of marketing?

b) What is pricing strategy? Explain.

c) What are the objectives of market segmentation?

d) Define personal selling.

e) Mention the significance of direct marketing.

f) What is Green Marketing?

g) State the qualities of sales personnel.

### SECTION - B

**Answer any Four of the following questions. Each question carries Five marks. (4×5=20)**

**2.** Highlights the nature and scope of marketing management.

**3.** What are the various factors affecting consumer behavior?

**4.** Describe the process of personal selling.

**5.** Explain the 4ps of Marketing.

**6.** Discuss the significance of CRM in Marketing.

**7.** Write a note on online marketing.

**[P.T.O.**

## SECTION - C

**Answer any Three of the following questions. Each question carries Ten marks.** **(3×10=30)**

**8.** Explain the internal and external factors affecting marketing environment.

**9.** Discuss the various steps in the New product development.

**10.** Define positioning and explain the techniques of positioning a new product.

**11.** Explain the stages of consumer buying decision making process.

**12.** Discuss the bases of market segmentation.

## SECTION - D

**Case (Compulsory)** **(1×15=15)**

**13.** In 2014, Coca-Cola launched a highly successful marketing campaign called "Share a Coke" in the United States. The campaign aimed to connect with consumers on a more personal level by replacing the Coca-Cola logo on its cans and bottles with popular names and phrases like "Share a Coke with Sarah" or "Share a Coke with Mom".

The strategy behind this campaign was to encourage consumers to purchase Coca-Cola products not only for themselves but also to share with friends and family, thereby increasing brand loyalty and creating a sense of personal connection with the brand.

**Questions:**

a) Identify the key elements of the campaign.

b) Do you think this will yield result?

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