MB-110

Sl.No. : **Total No. of Pages : 2**

Second Semester M.B.A Degree Examination, May - 2025
(SLM Scheme) (Non-CBCS)
MANAGEMENT
Marketing Management

Time : 3 Hours **Max. Marks : 80**

Instruction : Answer all the Sections.

SECTION - A

Answer any five sub-questions. Each sub question carries three marks.

[5 × 3 = 15]

Q1) a) Define marketing.

b) What do you mean by Penetration pricing policy?

c) What do you mean by brand Loyalty?

d) Define consumerism.

e) Write a note on viral marketing.

f) What is point of purchase?

g) Define Labelling.

SECTION - B

Answer any four questions. Each question carries five marks. **[4 × 5 = 20]**

Q2) What do you mean by brand equity? Explain the factors influencing brand equity.

Q3) Explain the essential elements of marketing mix.

Q4) What is marketing research? Explain the steps involved in marketing research.

Q5) Discuss the objectives of advertisement.

Q6) What is neuro marketing? List out the advantages of neuro marketing.

Q7) Briefly explain the various pricing strategies.

SECTION - C

Answer any THREE Questions. Each question carries ten marks : [3 × 10 = 30]

Q8) Define marketing management. Explain the modern concepts of marketing management.

Q9) Define product. Explain the stages of product life cycle.

Q10) What is marketing environment? Explain the controllable factors of marketing environment.

Q11) Define market segmentation. Explain the basis of market segmentation.

Q12) What is a channel of distribution? Explain the various functions of channels of distribution.

SECTION - D

Case (Compulsory). [1 × 15 = 15]

Q13) According to its web site. "eBay's mission is to provide a global trading platform where practically anyone can trade practically anything." Science it was founded in 1995, eBay has created the most visited internet site in the world. On any given day, you can find millions of members reviewing, bidding on, and buying the hundreds of thousands of items listed on eBay. Members can purchase an item in an auction or at a fixed price. eBay focuses on a community of members, both buyers and sellers. It provides many features that enhance the trading experience. One of the more important ones is the eBay Feedback feature. This feature captures, in few words and symbols, the "reputation" of the members. Additional on-line services include convenient payment features and an assortment of tools for buyers, sellers and developers.

Questions :

a) What is eBay?

b) Differentiate buying from eBay and other retail stores?

c) What is the future of eBay?