MBHC-2.3

Sl. No.

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

MANAGEMENT

Marketing Management

(CBCS SLM Scheme)

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

SECTION - A

Answer any Five sub-questions. Each question carries Five marks. **(5×5=25)**

1. State any four differences between selling and marketing.

2. Outline the bases of market segmentation.

3. Describe the concept of product life cycle.

4. Briefly explain the different types of distribution channels.

5. Explain the concept of promotion mix.

6. Describe the role of a Marketing Manager.

7. Explain the concept of green marketing.

SECTION - B

Answer any Four sub- questions. Each question carries Ten marks.

(4×10=40)

8. Explain the major steps in the marketing research process.

9. "Examine the stages in consumer decision-making process with examples."

10. Discuss the cultural and psychological factors influencing consumer behaviour.

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11. Describe the process of new product development with suitable illustrations.

12. Analyse the various pricing strategies adopted by companies with examples.

13. "Advertising tells, but personal selling sells" - Explain the role of advertising and personal selling in promotion and justify their importance.

SECTION - C

(Case Study)

14. (Compulsory): **(1×15=15)**

A consumer electronics company, Etera, recently launched a new smart TV model with advanced features at a premium price. Despite heavy advertising campaigns and promotional offers, the product failed to gain expected sales in the first quarter. Market research later revealed that customers preferred mid-range models with value- for-money features. The distribution network was also limited to urban areas, leaving out potential rural markets. Competitors quickly responded by launching similar models at lower prices.

Further analysis showed that Etera did not properly study market segmentation and customer preferences before launching the product. While urban premium customers appreciated the features, the majority of potential buyers sought affordability and easy access through retail outlets in smaller towns. Etera's one-size-fits-all approach ignored lifestyle differences, income levels, and usage patterns of different segments. The company is now reconsidering its marketing mix, segmentation, and CRM practices to sustain competitiveness in the market.

Questions:

a. Analyze the main reasons why Etera's marketing strategy failed, considering pricing, distribution, and consumer preferences.

b. Evaluate how effective market segmentation and targeting strategies could have improved Etera's product positioning.

c. Suggest how Etera can redesign its marketing mix and CRM practices to rebuild customer trust and expand into rural and semi-urban markets.
