MBHC-2.3

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

Second Semester M.B.A. Degree Examination, May - 2024
(CBCS) (SLM Scheme)
MANAGEMENT
Marketing Management

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

Instruction : Answer All the sections.

SECTION - A

Answer any five questions. Each question carries five marks. **[5 × 5 = 25]**

Q1) What are the objectives of marketing management?

Q2) Briefly explain the criteria for successful market segmentation.

Q3) Explain the characteristics of buyer behaviour.

Q4) Write a note on product portfolio decision.

Q5) What is the significance of digitalization in marketing?

Q6) Explain environmental factors affecting marketing firm.

Q7) What are the elements of marketing research?

SECTION - B

Answer any Four questions. Each question carries ten marks **[4 × 10 =40]**

Q8) Explain the five stages of buying decision process with examples.

Q9) Elaborate the strategic considerations in the product life cycle.

Q10) Describe the various kinds of pricing strategies.

Q11) Bring out the different methods to measure brand equity.

Q12) Enumerate the ethical and legal aspects of marketing.

Q13) Elaborate the steps involved in preparation of marketing plan.

SECTION - C

[1 × 15 = 15]

Q14) Case (compulsory).

You are a marketing expert. A new company asked for your advice as to whether they should go in for family branding strategy or individual branding strategy. Give your advise with proper reason.

Question: Discuss any five packaging strategies considered in the above situation.

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