MBHC-2.3

Sl. No.

II Semester M.B.A. Degree Examination, May/June - 2025

MANAGEMENT

Marketing Management

(CBCS Scheme)

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

SECTION - A

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

1. What is marketing? What are the features of marketing?
2. Write a note on 4ps of marketing.
3. State the objectives of pricing strategies.
4. What is Green Marketing? Why is it important?
5. Mention the significance of CRM in marketing.
6. Briefly explain the role of salesman in personnel selling.
7. What is online marketing? What are the features of online marketing?

SECTION - B

Answer any Four of the following questions. Each question carries Ten marks. **(4×10=40)**

8. Explain the modern concepts of marketing management.
9. Discuss the various factors determining marketing environment.
10. Explain the process of new product development.

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11. What is market segmentation? Explain the factors of market segmentation.

12. Discuss the steps involved in product life cycle.

13. Critically evaluate the various recent trends in marketing.

SECTION - C

14. Case (Compulsory) **(1×15=15)**

India is well known for its rich cultural heritage and diversity. With the changed scenario and advancement of technology, where the time and distance compression lead to the opportunity to individual to travel around the world just with very less time period. Idnia may not able to attract the enough overseas tourists only with its scenic, rich architectural and monumental beauty but also its traditional values and hospitality attracted thousands of tourists. The Indian values and motto of "Atithi Devo Bhava" is not merely a marketing strategy to enhance the tourism industry but something inherited from the culture and ethos. Despite all, Indian Tourism Industry.

Question:

Explain the promotional and marketing strategies adopted for the improving the performance of our Indian tourism industry.
