MBHC-2.3

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

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

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

SECTION - A

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

Q1) State the objectives of marketing management.

Q2) Briefly explain the macro factors of marketing environment.

Q3) What are the objectives of NPD?

Q4) What is Green Marketing? Why it is important?

Q5) Mention the significance of CRM in marketing.

Q6) Briefly explain the concept of Digital marketing.

Q7) State the qualities of sales personnel.

SECTION - B

Answer any four of the following questions. Each question carries ten marks. **[4 × 10 = 40]**

Q8) Explain the nature and scope of marketing management.

Q9) Discuss the various factors determining consumer behaviour.

Q10) Define positioning and explain the techniques of positioning a new product.

Q11) What is market segmentation? Explain the bases of market segmentation.

Q12) Discuss the strategies adopted in the PLC.

Q13) Critically evaluate the various trends in marketing.

SECTION - C

Q14) **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. India 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 Bhav" is not merely a marketing strategy to enhance the tourism industry but something inherited from the culture and ethos. Despite all, Indian Tourism Industry has yet not been able develop to its full potential.

Question :

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

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