(Please write your Exam Roll No.) Exam Roll No. 004603017 24

END TERM EXAMINATION

FIFTH SEMESTER [BBA-MBA (MBG)] JUNE 2025

Paper Code: BBA-102/MBG-106 **Subject: Marketing Management**

(BATCH 2024 ONWARDS)

Time: 3 Hours **Maximum Marks: 60**

Note: Attempt all questions as directed. Internal Choice is indicated.

Q1 Attempt **any four** of the following questions: **(4x5=20)**

(a) Define Marketing. How does marketing create value for customer?
(b) Enumerate the Consumer Decision-Making Process.
(c) Explain marketing mix.
(d) Discuss New Product Development (NPD). Enumerate different steps associated with it.
(e) Write short notes on Direct Marketing and Personal Selling.
(f) With an example discuss Distribution Decisionsof a firm of your choice.
(g) Define Green Marketing. Why it is relevant after United Nation's sustainable development goals (SDGs)?
(h) Describe relationship marketing with an example.

Q2 Describe the different philosophies of marketing, highlighting their underlying assumptions and implications for business strategy. **(10)**

OR

Q3 Critically evaluate the different levels of market segmentation and their applicability in various marketing contexts. Explain with one example. **(10)**

Q4 Define brand. Explain the critical branding decisions that companies face and discuss the importance of building strong brands in today's competitive environment. **(10)**

OR

Q5 Define price. Explain the different cost-based, value-based, and competition-based pricing methods, highlighting their advantages and disadvantages. **(10)**

Q6 Explain the concept and importance of Integrated Marketing Communication (IMC) and discuss the steps involved in developing an effective IMC strategy. **(10)**

OR

Q7 Discuss the critical factors that affect a company's choice of distribution channels, illustrating with examples how these factors influence channel selection. Do you think *amazon.com* has affected Indian market from Channel management perspective? Explain. **(10)**

Q8 Differentiate between digital marketing and social media marketing. Analyze the key components and benefits of digital marketing in reaching and engaging modern consumers. **(10)**

OR

Q9 With example discuss emerging technologies used in marketing. Evaluate the ethical implications of using AI and robotics in marketing, considering potential benefits and risks to consumers and society. **(10)**

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