Roll. No:

(An Autonomous Institute Affiliated to AKTU, Lucknow)
PGDM
TRIMESTER: II - THEORY EXAMINATION (2024-2025)
Subject: Marketing Management

Time: 2.5 Hours   Max. Marks: 60

General Instructions:

IMP: *Verify that you have received the question paper with the correct course, code, branch etc.*
1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A   15

1. Attempt all parts:-

1-a.   Identify the marketing orientation that emphasizes aggressive selling techniques.   1
       (CO1,K3)

      (a)   Product orientation

      (b)   Production orientation

      (c)   Selling orientation

      (d)   Societal orientation

1-b.   Recognize the type of buying decision behavior associated with expensive and   1
       infrequent purchases. (CO2,K3)

      (a)   Habitual buying behavior

      (b)   Dissonance-reducing buying behavior

      (c)   Variety-seeking buying behavior

      (d)   Complex buying behavior

1-c.   Identify the factor that is not a basis for market segmentation. (CO3,K3)   1

      (a)   Demographic

      (b)   Geographic

      (c)   Psychological

      (d)   Mathematical

1-d.   Recognize the first stage of the product life cycle. (CO4,K3)   1

(a) Growth

(b) Maturity

(c) Introduction

(d) Decline

1-e.   Primary focus of mobile marketing is on. (CO5,K3)   1

(a) Newspaper advertisements

(b) Television promotions

(c) Engaging consumers via mobile devices

(d) Billboard advertising

2. Attempt all parts:-

2.a.   Define marketing (CO1,K1).   2

2.b.   Write-down the meaning of consumer behavior (CO2,K1).   2

2.c.   List any two benefits of market segmentation (CO3,K1).   2

2.d.   Discuss promotional mix (CO4,K6).   2

2.e.   Explain customer retention (CO5,K5).   2

SECTION-B   15

3. Answer any <u>three</u> of the following:-

3-a.   Discuss the core concepts of marketing (CO1,K6).   5

3-b.   Explain the need to study consumer buying behavior (CO2,K5).   5

3.c.   Explain the significance of market segmentation in modern marketing (CO3,K5).   5

3.d.   Mention the essential steps involved in new product development process (CO4,K5).   5

3.e.   Elaborate the key characteristics of a rural market (CO5,K6).   5

SECTION-C   30

4. Answer any <u>one</u> of the following:-

4-a.   Explain the significance of environmental scanning in marketing and how it helps businesses adapt to market changes (CO1,K5).   6

4-b.   Discuss the functions of marketing management (CO1,K5).   6

5. Answer any <u>one</u> of the following:-

5-a.   Analyze the different stages in the consumer buying decision process (CO2,K4).   6

5-b.   Evaluate the role of psychological factors in influencing consumer purchasing decisions (CO2,K5).   6

6. Answer any <u>one</u> of the following:-

6-a.   Evaluate different positioning strategies used by brands to gain a competitive edge (CO3,K4).   6

6-b.   Illustrate the relationship between market segmentation, targeting, and positioning with a real-world example (CO3,K2).   6

7. Answer any <u>one</u> of the following:-

7-a. Outline the significance of new product development. (CO4,K3). 6

7-b. Explain the various stages of product life cycle (CO4,K5). 6

8. Answer any <u>one</u> of the following:-

8-a. Present a detailed evaluation of the pros and cons of mobile marketing (CO5,K6). 6

8-b. Explain the benefits of relationship marketing in comparison to transactional marketing (CO5,K5). 6