

**R.N.G.PATEL INSTITUTE OF TECHNOLOGY-RNGPIT**  
*(An Autonomous College U/s UGC Act 1956)*

**MBA SEMESTER-II, SEMESTER END EXAMINATION – SUMMER 2025**

**Subject Code: 1MB1204**

**Date: 05-06-2025**

**Subject Name: MARKETING MANAGEMENT**

**Time: 09:00 AM to 12:00 PM**

**Total Marks: 70**

**Instructions**

1. It is **compulsory** for students to write **Enrolment No. /Seat No.** on the question paper.
2. Write answers of **Section A** and **Section B** in **separate answer books**.
3. Attempt all questions from both **Section A** and **Section B**.
4. Each section carries **35 marks**, with a total of **70 marks** for the examination.
5. The figures to the right of each question indicate full marks, make suitable assumptions with justification.
6. BL - Bloom's Taxonomy Levels (R-Remember, U-Understanding, A –Application, N –Analyze, E – Evaluate, C -Create), CO - Course Outcomes.

**SECTION A**

	<b>Marks</b>	<b>BL</b>	<b>CO</b>
<b>Q.1 Multiple-Choice Questions</b>	<b>[05]</b>		
<b>(a) Which of the following is NOT one of the traditional 4 Ps of the marketing mix?</b>	<b>1</b>	<b>R</b>	<b>1</b>
<div>(i) Product</div> <div>(ii) Price</div> <div>(iii) People</div> <div>(iv) Promotion</div>			
<b>(b) The process of dividing a market into distinct groups of buyers is called</b>	<b>1</b>	<b>R</b>	<b>1</b>
<div>(i) Positioning</div> <div>(ii) Segmentation</div> <div>(iii) Targeting</div> <div>(iv) Branding</div>			
<b>(c) Which of the following is a criterion for effective segmentation?</b>	<b>1</b>	<b>U</b>	<b>1</b>
<div>(i) Accessibility</div> <div>(ii) Randomness</div> <div>(iii) Simplicity</div> <div>(iv) Homogeneity</div>			
<b>(d) In B2B markets, the buying process is typically</b>	<b>1</b>	<b>U</b>	<b>2</b>
<div>(i) Short and impulsive</div> <div>(ii) Influenced by individual preferences</div> <div>(iii) Complex and involves multiple participants</div> <div>(iv) Based only on price</div>			

(e) Which concept focuses on delivering superior value to customers compared to competitors?	1	R	2
(i) Production concept	(ii) Product concept		
(iii) Customer value concept	(iv) Selling concept		

<b>Q.2 Attempt Any Two</b>	<b>[10]</b>		
(a) Define marketing management and explain its scope and core concepts.	5	U	1
(b) Describe the traditional 4 P's of the marketing mix and explain how the updated P's expand on this model.	5	U	1
(c) Explain the bases for segmenting consumer markets and provide examples for each base.	5	A	2
<b>Q.3 Attempt Any Two</b>	<b>[10]</b>		
(a) Discuss the criteria for effective segmentation and the steps involved in evaluating and selecting market segments.	5	R	2
(b) Describe the process of targeting in marketing and its importance in developing a marketing strategy	5	A	2
(c) Explain the value delivery process in marketing and the role of the value chain.	5	A	1
<b>Q.4 Attempt Any Two</b>	<b>[10]</b>		
(a) Discuss the factors affecting consumer buying behaviour and key psychological processes involved	5	U	1
(b) How do companies develop and establish brand positioning? Illustrate with examples.	5	A	2
(c) Compare business markets with consumer markets, highlighting key differences in buying situations and participants	5	R	1

## SECTION B

		Marks	BL	CO
<b>Q.5 Multiple-Choice Questions</b>	<b>[05]</b>			
(a) Which of these is NOT a type of marketing system?	<b>1</b>	<b>R</b>	<b>4</b>	
(i) Vertical	(ii) Horizontal			
(iii) Circular	(iv) Multichannel			
(b) Which one of the following is an example of hybrid service offering?	<b>1</b>	<b>R</b>	<b>3</b>	
(i) Restaurant meal	(ii) Massage			
(iii) Consulting	(iv) Education			
(c) _____ is the added value endowed on services and products.	<b>1</b>	<b>R</b>	<b>3</b>	
(i) Brand Value	(ii) Brand Equity			
(iii) Brand Strategy	(iv) None of these			
(d) Which pricing strategy uses ".99" endings to influence perception?	<b>1</b>	<b>R</b>	<b>3</b>	
(i) Bundle Pricing	(ii) Scarcity pricing			
(iii) Charm pricing	(iv) Segmented pricing			
(e) A _____ is a set of interdependent organizations involved in the process of making products or services available for end-users.	<b>1</b>	<b>R</b>	<b>4</b>	
(i) Retailer	(ii) Wholesaler			
(iii) Distribution Channel	(iv) Middleman			
<b>Q.6 Attempt Any Two</b>	<b>[10]</b>			
(a) Explain the stages of new product development, starting from idea generation to commercialization.	<b>5</b>	<b>U</b>	<b>3</b>	
(b) What is the Customer-Based Brand Equity (CBBE) model? Describe its key stages or levels and explain how it helps in building strong brands.	<b>5</b>	<b>U</b>	<b>3</b>	
(c) List and briefly explain components of Brand Equity. Give an example for any one component.	<b>5</b>	<b>U</b>	<b>3</b>	
<b>Q.7 Attempt Any Two</b>	<b>[10]</b>			
(a) What is Interactive Marketing? Compare direct marketing and interactive marketing with their respective advantages and disadvantages.	<b>5</b>	<b>U</b>	<b>4</b>	
(b) What are Vertical, Horizontal, and Multichannel Marketing Systems? Explain each with one example and highlight their benefits.	<b>5</b>	<b>U</b>	<b>4</b>	

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|--|---|---|---|
| (c) A startup is launching a new online grocery delivery app in a competitive market. Recommend four trust-building strategies or features the app should implement to gain user confidence and stand out. Justify each recommendation using relevant e-service characteristics. | 5 | U | 4 |
|--|---|---|---|

<b>Q.8 Attempt Any Two</b>	<b>[10]</b>
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|--|---|---|---|
| (a) Importance of Brand Equity in Marketing.                                       | 5 | U | 3 |
| (b) Explain the importance of marketing channels in business.                      | 5 | U | 4 |
| (c) What are the distinctive characteristics of e-Services? Explain with examples. | 5 | U | 4 |

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