

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

IMBA SEMESTER-III, SEMESTER END EXAMINATION – WINTER 2025

SUBJECT CODE: 1BB0301

DATE: 16-12-2025

SUBJECT NAME: MARKETING MANAGEMENT-1

TIME: 11:00 AM to 01:30 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

	Marks	BL	CO
Q.1 Multiple-Choice Questions	[05]		
(a) Concept of marketing focuses on—	1	R	1
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>(i) Production</p> <p>(iii) Product features</p> </div> <div style="width: 45%;"> <p>(ii) Customer satisfaction</p> <p>(iv) Sales volume</p> </div> </div>			
(b) Which of the following is an external factor in the marketing environment?	1	R	1
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>(i) Company policies</p> <p>(iii) Employees</p> </div> <div style="width: 45%;"> <p>(ii) Suppliers</p> <p>(iv) Production process</p> </div> </div>			
(c) The marketing environment includes—	1	U	1
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>(i) Only internal factors</p> <p>(iii) Both internal and external factors</p> </div> <div style="width: 45%;"> <p>(ii) Only external factors</p> <p>(iv) None</p> </div> </div>			
(d) The first step in the marketing research process is	1	U	1
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>(i) Data analysis</p> <p>(iii) Report preparation</p> </div> <div style="width: 45%;"> <p>(ii) Data collection</p> <p>(iv) Problem identification</p> </div> </div>			

(e) Ethical marketing practices focus on	1	R	1
(i) Social welfare and honesty			
(ii) Profit only			
(iii) Misleading promotions			
(iv) Exploitation of customers			

Q.2 Attempt Any Two	[10]		
(a) Explain the concept and scope of marketing.	5	R	1
(b) Describe the evolution of marketing concepts from production to marketing orientation.	5	U	1
(c) Explain the marketing environment and discuss the factors influencing it	5	A	1
Q.3 Attempt Any Two	[10]		
(a) Define consumer behavior and explain its importance in marketing decisions.	5	U	2
(b) Explain the factors affecting consumer buying behavior with examples.	5	A	2
(c) What is market segmentation? Explain its types of Market segment.	5	R	2
Q.4 Attempt Any Two	[10]		
(a) Explain the process of target market selection and positioning strategies.	5	U	2
(b) Describe the consumer decision-making process with suitable examples.	5	A	2
(c) Discuss how market segmentation and consumer behavior are interrelated.	5	R	2

SECTION B

Marks BL CO

Q.5 Multiple-Choice Questions

[05]

- | | | | |
|---|----------|----------|----------|
| <p>(a) A company decides to lower the price of its product to increase market share in a highly competitive industry. Which pricing strategy is being applied?</p> <p style="padding-left: 40px;"> (i)Penetration pricing (ii)Skimming pricing
 (iii)Psychological pricing (iv)Premium pricing </p> | 1 | R | 3 |
| <p>(b) During the maturity stage of the product life cycle, which of the following strategies would be most effective to sustain market share?</p> <p style="padding-left: 40px;"> (i)Cut down all promotional activities to save costs (ii)Launch a completely unrelated new product line
 (iii)Significantly increase the price to signal exclusivity (iv)Increase product variety and focus on brand differentiation </p> | 1 | U | 3 |
| <p>(c) If a firm introduces eco-friendly packaging to appeal to environmentally conscious customers, it is primarily applying which element of the marketing mix?</p> <p style="padding-left: 40px;"> (i)Product (ii)Price
 (iii)Promotion (iv)Place </p> | 1 | R | 3 |
| <p>(d) An FMCG company wants to enhance its brand image by reducing plastic packaging and promoting recycling. Which form of marketing should it prioritize and evaluate for effectiveness?</p> <p style="padding-left: 40px;"> (i)Experiential marketing (ii)Buzz marketing
 (iii)Event marketing (iv)Green marketing </p> | 1 | U | 4 |
| <p>(e) A global fashion brand must decide how to market its products in diverse international markets. To ensure local relevance while maintaining brand consistency, which strategy should it evaluate as most suitable?</p> <p style="padding-left: 40px;"> (i)Glocalization strategy (ii)Cost leadership strategy
 (iii)Localization strategy (iv)Standardization strategy </p> | 1 | R | 4 |

Q.6 Attempt Any Two

[10]

- | | | | |
|--|----------|----------|----------|
| <p>(a) Apply the concept of the 4Ps of Marketing to design a basic marketing mix for launching a new eco-friendly water bottle brand in the market.</p> | 5 | A | 3 |
|--|----------|----------|----------|

(b) What is the Product Life Cycle (PLC)? Describe the different stages of the PLC with suitable examples. 5 R 3

(c) Define Branding. Explain the importance of brand equity. 5 A 3

Q.7 Attempt Any Two [10]

(a) What is SEO? How it is help to do marketing. 5 E 4

(b) What are the major marketing challenges faced by businesses in the 21st century? Briefly explain any three challenges with examples. 5 E 4

(c) Define Green Marketing and discuss its importance. 5 E 4

Q.8 Attempt Any Two [10]

(a) Explain the significance of New Product Development (NPD) in maintaining a company's growth. 5 A 4

(b) What is the role of packaging in marketing? Discuss how effective packaging can influence consumer buying decisions. 5 A 4

(c) Explain the role of Public Relations (PR) in building and maintaining a positive brand image. 5 A 4
