

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***MBA DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL-MAY 2025***Second Semester**Master of Business Administration***BA4207/PMBT2427 - Marketing Management***Regulations – 2021/2024***Duration : 3 Hrs****Maximum : 100 Marks****PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)**

Q.No	Questions	BLT	CO	Marks
1.	What is marketing management?	L1	1	2
2.	Define rural Marketing.	L1	1	2
3.	Identify the term “marketing strategy”.	L2	2	2
4.	What is Services marketing”.	L2	2	2
5.	Give the meaning of Market Segmentation.	L2	3	2
6.	Highlight any two advantages of Sales Promotions.	L1	3	2
7.	Comment on the term “Buyer Behavior”.	L2	4	2
8.	How to creating long term loyalty in the mind customer?	L2	4	2
9.	Write short note on Digital marketing.	L1	5	2
10.	Outline the meaning of term “ethics in marketing”.	L1	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

Q.No	Questions	BLT	CO	Marks
11.	a Discuss the prospects and challenges of rural marketing in India. Or	L3	1	16
	b Examine the interface of marketing with other functional area.	L3	1	16
12.	a Discuss the different strategies used in industrial marketing. Or	L2	2	16
	b i Compare and contrast consumer markets and industrial markets.	L2	2	8
	i Discuss the components of the strategic marketing mix.	L2	2	8
13.	a Discuss the different stages of the Product Life Cycle. Or	L4	3	16

	b	Describe the process of new product development and the key challenges involved in managing it.	L4	3	16
14.	a	Explain the differences between industrial and consumer buyer behavior and what factors influence the buying decisions?	L5	4	16
		Or			
	b i	Discuss the strategies for building and measuring customer satisfaction.	L5	4	8
	i	Explain the concept of Customer Relationship Management.	L5	4	8
	i				
15.	a	Explain the structure and components of a Marketing Information System and its support for decision-making in modern marketing.	L3	5	16
		Or			
	b	Discuss recent trends in online marketing. How Social media and Digital media influences consumer buying decisions.	L3	5	16