

IIS IMBA (NEP) Sem.-3 Examination
DSC-C-IMBA-231

Marketing Management
December-2025

Time : 2.00 Hours]

[Max.Marks : 50

Instructions:

1. The figures on the right-hand side indicate marks.

Q.1. Explain the concept of the 4Ps of Marketing. Describe each element—Product, Price, Place, and Promotion—with relevant examples from current market offerings. [10]

OR

Q.1. Define the concept of Marketing Research and explain the steps involved in the marketing research process with suitable examples. [10]

Q.2. Explain the concept of product classification and describe the major categories of products with relevant contemporary examples. [10]

OR

Q.2. (A) Explain characteristics of Service with relevant examples. [05]

Q.2.(B) List Product levels with considering one product as an example. [05]

Q.3. Explain the concept of price adjustment strategies and describe different types of price adjustment methods with suitable examples. [10]

OR

Q.3. Define Marketing channels. Also, explain its nature & importance. [10]

Q.4. Explain the objectives of advertising and discuss how these objectives help organizations build brand awareness, influence consumer behavior, and support overall marketing goals. Provide suitable examples. [10]

OR

Q.4. Identify and briefly explain important functions of public relations, and list key tools used by PR practitioners to execute these functions in the digital age. [10]

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Q.5. Answer the following questions. [Any Ten]

[10]

1. List down 5M's of advertising.
 2. Define industrial goods.
 3. What is Line pruning?
 4. Write types of sales promotion.
 5. What is value base pricing?
 6. What is Multi channel distribution system?
 7. What is three level channel?
 8. List down methods for setting promotion budget.
 9. Objectives of pricing.
 10. Is consumer wants and demand the same?
 11. Explain in brief about societal marketing concept.
 12. What is direct marketing?
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