



Seat No. : _____

DP-105

December-2025

Int. MBA, Sem.-III

KS-MBA-DSC-C-231 : Marketing Management

Time : 2:00 Hours]

[Max. Marks : 50

1. Answer both the questions : (5 marks each) 10
- (a) What is marketing ? Explain the concepts of customer needs, wants, demand, and customer satisfaction with suitable examples.
- (b) What is Positioning ? Explain different Positioning strategies with a suitable diagram and real-life examples.

OR

- 1 Answer both the questions : (5 marks each) 10
- (a) What is market segmentation ? Explain the concept with suitable examples.
- (b) What is the marketing mix ? Explain the four elements of the marketing mix (4Ps) with a suitable diagram and real-life examples.

2. Answer both the questions : (5 marks each) 10
- (a) What is the Product Life Cycle (PLC) ? Explain its different stages with suitable real-world product examples.
- (b) What do you mean by packaging ? Describe primary, secondary, and tertiary packaging along with their major functions. Give suitable examples.

OR

2. Answer both the questions : (5 marks each) 10
- (a) Describe the extended marketing mix elements for services. Draw a diagram of the 7Ps and explain with the examples.
- (b) Define services. Explain the four unique characteristics of services (intangibility, inseparability, variability, perishability) with examples from industries like banking, education, or tourism.

3. Explain the Marketing Channel Design Decision in detail. **10**

OR

3. What are pricing strategies ? Explain different types of Price Adjustment strategies with suitable examples. **10**

4. Answer any **two** : **10**

(a) What is promotion Mix ? Explain tools of promotion mix tools with example.

(b) What is Personal Selling ? Explain the Personal Selling Process in detail.

(c) What is direct marketing ? Share some benefits of Direct Marketing. Explain the benefits of Direct Marketing for both buyers and sellers.

5. Multiple Choice questions : **10**

(1) When a company like Domino's promises "Delivery in 30 minutes" to attract customers, it is focusing on :

(A) Customer needs and wants (B) Government rules

(C) Technology trends (D) Employee satisfaction

(2) When Pepsi targets teenagers through social media ads, it is practicing :

(A) Segmentation and Targeting (B) Product Line Expansion

(C) Pricing Strategy (D) Market Decline

(3) When Amul introduces new chocolate flavors of ice cream, it is adding :

(A) Product Label (B) Product Depth

(C) Product Width (D) Consistency

(4) When a company uses a unique logo and slogan for its product to stand out from competitors, it is called :

(A) Branding (B) Packaging

(C) Labelling (D) Distribution

(5) When a customer buys Salt without much thinking because it is a routine need, this is :

(A) Complex buying behaviour

(B) Habitual buying behaviour

(C) Variety-seeking buying behaviour

(D) Dissonance reducing behaviour

- (6) When a company uses celebrities to endorse products, it is an example of :
- (A) Sales promotion (B) Advertising strategy
(C) Publicity (D) Personal selling
- (7) Which of the following is an example of direct marketing ?
- (A) Newspaper advertising (B) Telemarketing
(C) Billboard advertising (D) Radio sponsorship
- (8) Which tool of promotion mix focuses on building long-term image and goodwill ?
- (A) Advertising (B) Public relations
(C) Sales promotion (D) Direct marketing
- (9) Which channel type allows customers to order products online and return/exchange them in an offline store ?
- (A) Dual distribution channel (B) Intensive distribution channel
(C) Click-and-mortar channel (D) Horizontal distribution channel
- (10) Setting a high initial price and reducing it later is known as
- (A) Penetration pricing (B) Skimming pricing
(C) Bundle pricing (D) Value pricing
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