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## First Semester MBA Degree Examination, June/July 2025

## Marketing Management

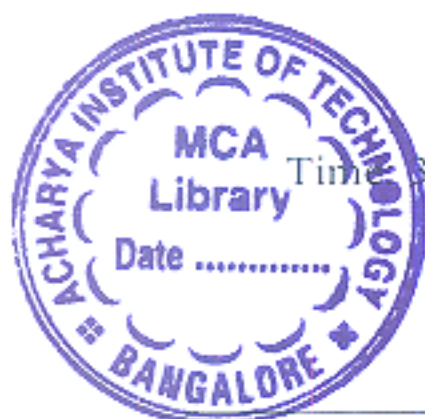
Time: 3 hrs.

Max. Marks: 100

Notes: 1. Answer any **FOUR** full questions from Q.No. 1 to Q.No. 7.

2. Question No. 8 is compulsory.

3. M: Marks, L: Bloom's level, C: Course outcomes.



			M	L	C
Q.1	a.	Distinguish between Market and Marketing.	3	L2	CO1
	b.	How Marketing is significant to the Customers.	7	L2	CO1
	c.	What are the key components of the marketing environment, and how do micro and macro factors influence marketing decisions?	10	L4	CO1
Q.2	a.	Who is Loyal Customer?	3	L1	CO2
	b.	Identify and explain the key personal and cultural factors that influence consumer buying behavior.	7	L3	CO2
	c.	Describe the stages of the Consumer Buying Decision Process with relevant examples.	10	L4	CO2
Q.3	a.	What is Product Hierarchy?	3	L1	CO3
	b.	Describe the key factors influencing pricing decisions	7	L3	CO3
	c.	Discuss the different stages of the Product Life Cycle (PLC) and suggest appropriate strategies for managing a product at each stage.	10	L4	CO3
Q.4	a.	Explain Integrated Marketing Communication (IMC)	3	L2	CO4
	b.	Distinguish between Push and Pull promotional strategies.	7	L3	CO4
	c.	Discuss the AIDA model in advertising. How do traditional and modern advertising media, including online and mobile advertising, impact consumer engagement?	10	L4	CO4
Q.5	a.	Elucidate Niche Market.	3	L1	CO3
	b.	Explain the concept of Brand Positioning. What are the key tasks involved in positioning a brand?	7	L3	CO3
	c.	Define Market Segmentation and explain its significance. What are the different bases for segmenting consumer markets?	10	L4	CO3
Q.6	a.	What is Cause-related Marketing?	3	L1	CO4
	b.	How do sponsorship and event marketing help in building brand awareness and customer loyalty?	7	L3	CO4
	c.	Explain the concept of green marketing. How does it contribute to sustainable business practices, and what are its key challenges?	10	L4	CO4
Q.7	a.	Brief about Sensory Marketing.	3	L1	CO5
	b.	Describe Relationship Marketing and its significance in customer retention.	7	L3	CO5
	c.	Discuss the role of digital and social media marketing in modern business. How can companies leverage these platforms for brand growth and customer engagement?	10	L4	CO5



## Compulsory Questions

Q.8	<p><b>Case Study: GreenLeaf Organics – A Sustainable Marketing Approach</b></p> <p><b>Background:</b></p> <p>GreenLeaf Organics is a startup that produces eco-friendly personal care products such as shampoos, soaps, and lotions. The company aims to reduce environmental impact by using biodegradable packaging and sourcing organic ingredients. To promote its brand, GreenLeaf has implemented a <b>green marketing strategy</b>, leveraging <b>digital and social media marketing</b>, influencer partnerships, and cause-related marketing.</p> <p>However, despite a growing consumer interest in sustainability, the company faces challenges such as <b>high production costs</b>, <b>competition from established brands</b>, and <b>skepticism about eco-friendly claims</b>. To strengthen its market position, GreenLeaf is considering <b>premiumization</b>, emphasizing its high-quality organic ingredients, and adopting a <b>relationship marketing approach</b> to retain customers.</p> <p><b>Case Questions:</b></p> <p>a. What are the key benefits and challenges of GreenLeaf Organics' green marketing strategy?</p> <p>b. Discuss the role of relationship marketing in customer retention. What strategies should GreenLeaf adopt to enhance customer loyalty?</p>			
		10	L4	CO5
		10	L4	CO5

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