



QP CODE: 25802882



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Reg No :

Name :

M.B.A. DEGREE EXAMINATION, JUNE 2025

Second Semester

MASTER OF BUSINESS ADMINISTRATION

Core - 24MB02CC09 - MARKETING MANAGEMENT

2024 Admission Only

337BA990

Time: 3 Hours

Maximum Marks: 60

Part A

Answer any five questions. Each question carries 2 marks.

1. What is marketing myopia?
2. Briefly explain two buyer roles.
3. What you mean by product differentiation?
4. What is the difference between physical retailing and online retailing?
5. Advertising vs. Publicity
6. Mention two examples of green marketing practices.
7. Illustrate with an example on how technology has changed the reality of marketing today.

(5×2 = 10 Marks)

Part B

Answer any five questions. Each question carries 6 marks.

8. "Marketing is the process of creating, communicating and delivering value." Discuss the statement in the context of the present business environment.
9. A new multi-cuisine restaurant is planning to open in Ernakulam and Kottayam, and needs to understand local dining preferences. Detail the essential steps involved in conducting proper marketing research for this venture, from defining the problem to presenting findings.
10. Explain the consumer buying decision process.
11. A new beverage brand wants to compete with Coca-Cola and Pepsi in the Indian market. What packaging and labeling strategies should the brand adopt to attract young consumers and stand out on the shelves?





12. Describe the steps in the new product development process. What strategies should a firm adopt at each step to ensure success?
13. Assume that your friends have opened an ethnic food court in a busy town. How can they use integrated marketing communication (IMC) tools like advertising, social media, public relations, and sales promotions to create awareness and attract customers?
14. What are marketing metrics? Briefly explain any four metrics used for marketing control with suitable examples.

(5×6 = 30 Marks)

Part C

Answer any **two** questions. Each question carries **10** marks.

Question number 17 is compulsory .

15. Explain the concept of a product mix. What strategies are commonly used by companies to manage it? Support your explanation with real-world examples.
16. Discuss the significance of consumer behavior in marketing and examine the major factors that shape consumer purchasing decisions.

Compulsory Question

17. CineNest is a small-format, premium home theatre setup targeted at families who prefer movie nights at home, instead of going to crowded cinemas. It includes a projector, sound system, subscription bundle, and mobile app. The product is being launched in tier-1 and tier-2 cities. Develop a comprehensive marketing strategy for CineNest that includes STP and the marketing mix. Advise on how to build demand in urban families and differentiate the brand from general home entertainment devices.

(2×10 = 20 Marks)

