



QP CODE: 25802920



Reg No :

Name :

M.B.A. DEGREE EXAMINATION, JUNE 2025

Second Semester

Faculty of Management Science

MASTER OF BUSINESS ADMINISTRATION

Core - MB010202 - MARKETING MANAGEMENT

2023 Admission Backwards

55F7291A

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. Can you write any two internal marketing environment elements known to you from any business?
2. Consider the situation of replacing your old washing machine in your home. Who will assume the buying roles of 'decider' and 'maintainer'?
3. List out two advantages of owning a strong brand.
4. What do you mean by selective distribution?
5. What is advertising?
6. What do you mean by holistic marketing organization?
7. Who is a micro-influencer in nano marketing?

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. A specialty cake shop with Italian, Carebian and Mexican dishes along with special coffee variants is being planned by a business group in your city. Can you illustrate the value chain and its phases for the new venture?
9. Describe the role of marketing information system citing examples from any organisation you know.
10. Classify the business buyers in business markets.
11. A leading smart phone company launches a premium mobile phone exclusively for effective communication, documentation and office administration. Explain innovation diffusion and new product adoption for the new release in smart phone market.





12. Explain the functions of wholesaling.
13. Outline the factors to be considered in setting the marketing communications mix.
14. What is market share analysis? Outline its various dimensions with the help of examples.

(5×6 = 30 Marks)

Part C

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

Question number 17 is compulsory .

15. Marketing is 'creating, communicating, and delivering superior value to the customers'. Draw a value chain by taking any product and explain how value delivery contributes to customer satisfaction.
16. Consider the age groups of 5-10 and 11-15 in the children's market. Take any two products used by the two age groups and identify the possible buyer roles.

Compulsory Question

17. Assume that a group of fresh MBA graduates venture into the business of boutique in a municipal town. Explain the various product management tasks to be managed in the business of boutique.

(2×10 = 20 Marks)

