

Branch - **ECONOMICS**

MARKETING MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which is a key feature of modern marketing? a) Product-centered b) Customer-oriented c) Seller-dominated d) Cost-focused	K1	CO1
	2	Specify the Micro marketing focuses on: a) National economic development b) Individual firms and consumers c) International trade policies d) Global economic growth	K2	CO1
2	3	What is the main function of product planning ? a) Increase production b) Decide what product to make and sell c) Determine selling price d) Advertise the product	K1	CO2
	4	Select the Marketing communication through price cues means: a) Using price as a signal of product quality and value b) Reducing production cost c) Setting price below competitors d) Avoiding price competition	K2	CO2
3	5	Which of the following is a component of a Marketing Information System? a) Production control system b) Marketing research subsystem c) Manufacturing subsystem d) Engineering subsystem	K1	CO3
	6	Select the main feature of a Marketing Information System is: a) One-time data collection b) Manual record keeping c) Focus only on sales data d) Continuous, systematic flow of information	K2	CO3
4	7	Which of the following is a field of marketing research? a) Advertising research b) Production research c) Legal research d) Industrial engineering research	K1	CO4
	8	Show the main objective of marketing research is to: a) Reduce production costs b) Identify market opportunities and threats c) Increase worker efficiency d) Control inflation	K2	CO4
5	9	Which of the following is NOT a characteristic of services? a) Intangibility b) Perishability c) Standardization d) Inseparability	K1	CO5
	10	Specify the inseparability an important feature of services a) Services can be easily stored for future use b) Services can be patented c) Services are identical and standardized d) Services are produced and consumed simultaneously	K2	CO5

Cont...

Module No.	Question No.	Question	K Level	CO
1	11.a.	Apply the principles of marketing management to a small retail business.	K3	CO1
	(OR)			
	11.b.	Demonstrate how market classification helps in choosing marketing strategies.		
2	12.a.	Given a product, suggest pricing strategies that could enhance its market communication.	K3	CO2
	(OR)			
	12.b.	Design a promotional plan for a newly launched consumer product.		
3	13.a.	Identify the different sources of marketing information can be applied to improve sales forecasting.	K3	CO3
	(OR)			
	13.b.	Make use of the scenario of a company launching a new product, explain how it would use a Marketing Information System to gather and process data.		
4	14.a.	Compare and contrast primary research and secondary research in terms of advantages and limitations.	K4	CO4
	(OR)			
	14.b.	Analyze a given case study of an Indian FMCG company to identify which marketing research techniques were used and why?		
5	15.a.	Critique the role of social media marketing in improving service quality and customer engagement.	K5	CO5
	(OR)			
	15.b.	Assess the importance of CRM in retaining high-value customers.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Illustrate how micro and macro marketing concepts can influence policy decisions.	K3	CO3
2	17	Choose a product and explain how product cues can communicate its value to consumers.	K3	CO2
3	18	Apply the components of MIS to design a simple marketing research plan.	K3	CO3
4	19	Examine the relationship between marketing research objectives and marketing strategies in a given scenario.	K4	CO4
5	20	Evaluate the adequacy of the current marketing mix for services in addressing customer needs.	K5	CO5

Z-Z-Z

END