

**ANURAG Engineering College****(An Autonomous Institution)****I MBA II Semester Regular Examinations, July/August – 2024****MARKETING MANAGEMENT****(MASTER OF BUSINESS ADMINISTRATION)****Time: 3 Hours****Max. Marks: 60****Section – A (Short Answer type questions)****Answer All Questions****(10 Marks)**

	<b>Course Outcome</b>	<b>B.T Level</b>	<b>Marks</b>
1. What is Marketing Environment?	CO1	L1	1M
2. What is Marketing Information System?	CO1	L1	1M
3. Outline the term Customer Value	CO2	L2	1M
4. Define Consumer Behaviour	CO2	L1	1M
5. What is Business Markets?	CO3	L1	1M
6. What is Target Marketing?	CO3	L1	1M
7. Define Online marketing?	CO4	L1	1M
8. Describe Marketing Communication?	CO4	L2	1M
9. What is Mobile Marketing?	CO5	L1	1M
10. What is Relationship Marketing?	CO5	L1	1M

**Section B (Essay Questions)****Answer all questions, each question carries equal marks.****(5 X 10M = 50M)**

11. A) Explain the Core Marketing Concepts.	CO1	L2	10M
<b>OR</b>			
B) i) Write the Importance of Marketing Research?	CO1	L1	3M
ii) Explain the Ethics in Marketing Research.		L2	7M
12. A) Explain the various factors influencing Consumer Behavior.	CO2	L3	10M
<b>OR</b>			
B) Explain in detail the stages of Product Life Cycle.	CO2	L3	10M
13. A) i) What is Market Segmentation?	CO3	L2	3M
ii) Explain the requirements for effective segmentation?			7M
<b>OR</b>			
B) Explain Product positioning and its strategies with examples.	CO3	L3	10M
14. A) i) What is Channel structure?	CO4	L1	3M
ii) Explain the levels of Channel structure.		L3	7M
<b>OR</b>			
B) Explain in detail the Communication Promotional Mix.	CO4	L2	10M
15. A) Define Pricing. Explain different pricing strategies.	CO5	L2	10M
<b>OR</b>			
B) i) What is Green Marketing.	CO5	L2	3M
ii) Explain Market Sustainability and Ethics.			7M