

Roll No.

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COER University

END SEMESTER EXAMINATION, EVEN SEM 2022-23

Time : 3 hours

Program Name : MBA

Course Name : Marketing Management

Total Marks : 100

Semester : II

Course Code : MBA201/ISOBS02

Note: All questions are compulsory. No student is allowed to leave the examination hall before the completion of the time.

Q. No 1	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Explain the holistic marketing concept.	CO 1	2
(b)	Compare the differences between selling and marketing? Explain with examples.	CO 1	2
(c)	Interpret how does CRM impact customer retention and loyalty?	CO 1	2
(d)	Explain marketing environment, and why is it important for companies to study it?	CO 1	2
(e)	Discuss How can businesses use market research to inform their marketing mix strategy and develop products that meet customer needs?	CO 1	2

Q. No 2	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Discuss How do consumers make purchasing decisions, and explain the factors influence their behavior?	CO 2	3
(b)	Compute the key characteristics of industrial buyers, and how do they impact marketing strategy?	CO 2	3
(c)	Discuss How can businesses use data and analytics to gain insights into consumer behavior, and explain some best practices for data-driven marketing?	CO 2	3
(d)	Explain some ethical considerations that businesses need to take into account when collecting and using consumer data for marketing purposes, and how can they ensure that they are respecting consumer privacy and preferences?	CO 2	3
(e)	Describe How can businesses effectively target and engage with different generations (such as Baby Boomers, Millennials, and Gen Z) through their marketing efforts?	CO 2	3

Q. No 3	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Explain the factors should businesses consider when developing new products, and explain are some common methods for generating product ideas?	CO 3	4
(b)	Explain the product life cycle, and how can businesses effectively manage their products through each stage of the cycle?	CO 3	4
(c)	Discuss How can businesses differentiate their products from competitors, and explain are some strategies for creating a unique value proposition?	CO 3	4
(d)	Compare how can companies use labeling and packaging design to communicate product features and benefits to customers?	CO 3	4
(e)	How can businesses effectively promote their products, and explain some common marketing channels and tactics used to promote new products?	CO 3	4

Q. No 4	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Explain the factors should businesses consider when setting prices for their products, and how can they balance the need for profitability with the need to remain competitive?	CO 4	4
(b)	Discuss How can businesses effectively use pricing strategies such as dynamic pricing, price bundling, and promotional pricing to maximize sales and profitability?	CO 4	4
(c)	Examine the key channel management decisions. How can companies select and motivate individual middlemen?	CO 4	4

Q. No 5	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Explain the different elements of the promotion mix, and how can companies use these elements to create effective promotional campaigns?	CO 5	4
(b)	Explain some ethical issues that can arise in marketing, and how can companies ensure that their marketing practices are ethical and socially responsible?	CO 5	4
(c)	How do companies determine the most effective promotional channels for their products or services, and explain the factors should they consider when making these decisions?	CO 5	4

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