

(8 pages)

Reg. No. : .....

**Code No. : 7696**

**Sub. Code : WBAM 23**

M.B.A. (CBCS) DEGREE EXAMINATION,  
APRIL 2024.

Second Semester

Business Administration – Core

**MARKETING MANAGEMENT**

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

**PART A — (15 × 1 = 15 marks)**

Answer ALL questions.

Choose the correct answer.

1. \_\_\_\_\_ is a key advantage of e-rural marketing
- (a) Limited reach
  - (b) High cost of implementation
  - (c) Wide accessibility on intermediaries
  - (d) Dependence

2. Digital marketing is often referred to as \_\_\_\_\_.

- (a) Online marketing
- (b) Internet marketing
- (c) Web marketing
- (d) All of the above

3. \_\_\_\_\_ is the primary focus of industrial marketing.

- (a) Selling to end consumers
- (b) Selling to businesses and organizations
- (c) Selling to rural consumers
- (d) Selling to international markets

4. \_\_\_\_\_ is considered a micro environmental factor.

- (a) Government regulations
- (b) Economic trends
- (c) Competitors
- (d) Cultural shifts

5. \_\_\_\_\_ is a key component of strategic marketing planning.

- (a) Daily tasks
- (b) Short term promotions
- (c) Market analysis
- (d) Routine activities

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6. \_\_\_\_\_ is an important objective of retail marketing.

- (a) Maximizing profits for wholesalers
- (b) Increasing market share among competitors
- (c) Minimizing cost for manufacturers
- (d) Maximizing sales to businesses

7. Which source provides internal data for a marketing information system?

- (a) Government databases
- (b) Competitor websites
- (c) Customer surveys
- (d) Sales reports

8. Which of the following is a key component of CRM?

- (a) Product pricing
- (b) Employee training
- (c) Sales forecasting
- (d) Customer data management

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9. Which metric is commonly used to measure the success of marketing analytics efforts?

- (a) Return on Investment
- (b) Employee satisfaction scores
- (c) Number of product offerings
- (d) Manufacturing costs

10. \_\_\_\_\_ is a cognitive factor influencing consumer behavior.

- (a) Emotions
- (b) Perception
- (c) Social class
- (d) Life style

11. \_\_\_\_\_ is market segmentation.

- (a) Targeting specific customers
- (b) Dividing a market into distinct groups
- (c) Positioning a product in the market
- (d) Selling prices for different market segments

12. \_\_\_\_\_ is product portfolio management.

- (a) The process of managing a company's financial assets
- (b) The process of balancing a company's product mix
- (c) The process of marketing new products
- (d) The process of hiring and training product managers

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13. Which stage of the PLC is typically associated with high promotional expenses and the need for rapid distribution?
- (a) Introduction (b) Growth  
(c) Maturity (d) Decline
14. Sales promotion includes activities such as:
- (a) Advertising and public relations  
(b) Personal selling and direct marketing  
(c) Coupons, contests and discounts  
(d) Product placements and sponsorships
15. Which consumer right focuses on the fair and efficient handling of consumer complaints and disputes?
- (a) Right to safety  
(b) Right to redress  
(c) Right to choose  
(d) Right to be informed

PART B — (5 × 4 = 20 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

16. (a) Explain about social media marketing.

Or

- (b) List out the key advantages of e-rural marketing.

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17. (a) What is strategic marketing? Explain its importance.

Or

- (b) Identify two examples of macro environmental factors in the marketing strategies.

18. (a) State the benefits of CRM.

Or

- (b) Provide two examples of customer engagement marketing strategies.

19. (a) Define market segmentation and explain its benefits.

Or

- (b) Explain the significance of social factors in shaping consumer purchasing decisions.

20. (a) What is Integrated Marketing Communication? Explain its purpose.

Or

- (b) Write about "Awareness of Consumer Rights".

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PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

21. (a) Examine the role of social media platforms in digital marketing.

Or

- (b) Define the concept of marketing and explain its importance in today's business environment.

22. (a) Explain the concept of competitive analysis and how it relates to the micro environment in marketing.

Or

- (b) Define sales forecasting and explain its important techniques in business planning.

23. (a) Describe how businesses can use MIS to evaluate the marketing performance.

Or

- (b) Discuss the significance of marketing analytics in informing strategic decision making and optimizing marketing efforts.

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24. (a) Evaluate the importance of situational factors in consumer behavior, providing examples to support your argument.

Or

- (b) Generalize the role of product portfolio management in driving business growth and profitability.

25. (a) Illustrate the stages involved in the new product development process.

Or

- (b) Validate your answer with real world examples of dynamic pricing implementation.

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