

S.No. 8019

24DPBA09

(For the candidates admitted from 2024-25 onwards)

M.B.A. DEGREE EXAMINATION, AUGUST 2025.

Second Semester

MARKETING MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions

1. What is Marketing?
2. What is Social Media Marketing?
3. Define Marketing Research.
4. What is Retail Marketing?
5. What are the components of Marketing Information System?
6. What is Sales Force Automation?
7. What is Market Segmentation?
8. Define Target Market.
9. What is Personal Selling?
10. What is Branding?

PART B — (3 × 5 = 15 marks)

Answer any THREE questions.

11. Explain the importance of Rural Marketing.
12. Discuss the Marketing Mix Analysis of Macro and Micro Environment.
13. Explain the importance of marketing Information System.
14. Discuss the phases of customer life cycle.
15. Explain the various functions of Advertising.

PART C — (5 × 8 = 40 marks)

Answer ALL questions.

(Choosing either (a) or (b))

16. (a) Explain the various Current Marketing Challenges.

Or

- (b) Discuss the various Marketing Concepts.

17. (a) Explain the Marketing Management Process.

Or

- (b) Discuss the various components of Marketing Opportunity Analysis.

18. (a) How CRM helps in your Business?

Or

- (b) Explain the benefits of using Marketing Information System.

19. (a) Discuss the factors influencing consumer behaviour.

Or

- (b) Explain the Buying Decision Process.

20. (a) Explain the different types of Pricing Strategies.

Or

- (b) Discuss the different channels of Distribution.
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