	Reg. No.			
	Question Paper Code13324			
MBA - DEGREE EXAMINATIONS, NOV / DEC 2024				
Second Semester				
Master of Business Administration				
20MBT203 - MARKETING MANAGEMENT				
Regulations - 2020				
Du	uration: 3 Hours Max	. Ma	rks:	100
	PART - A $(10 \times 2 = 20 \text{ Marks})$ Answer ALL Questions	Mar	ks K– Leve	
	Write any 4 basic purpose of Marketing.	2		C01
	List the internal and external components of the Marketing Environment.	2		C01
	Define the Marketing Mix.	2		<i>CO</i> 2
	How does competition influence Pricing decisions?	2		<i>CO</i> 2
	Explain any two differences between Consumer marketing and Industria marketing strategies.			<i>CO3</i>
	Why is Competitor Analysis important in Marketing?	2		<i>CO3</i>
	Define Consumer Retention.	2		<i>CO</i> 4
	What role does Culture play in shaping consumer buying behavior?	2		<i>CO</i> 4
	Define Marketing Ethics.	2		C05
10.	What is Cause-Related marketing?	2	Kl	CO5
PART - B (5 × 13 = 65 Marks) Answer ALL Questions				
11.	 a) Analyze how technological advancements have transformed the Global Marketing Practices over the past decade. OR 	13	K4	C01
	 b) Analyze how cultural differences influence ethical standards in international marketing. 	13	K4	C01
12.	a) List the stages in the New Product Development Process. OR	13	K2	<i>CO</i> 2

b) Explain how Advertising and Sales Promotions support each other in ¹³ K2 CO2 Marketing.

13. a) Imagine you are a Brand Strategist for a Beverage Company looking to ¹³ K³ CO³ expand its customer base. How would you apply Geographic and Demographic Segmentation to effectively target New Consumers? Include examples to illustrate your strategy.

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OR

- b) Elucidate with example, how Differentiations can enhance Customer ¹³ K³ CO³ Loyalty over time.
- 14. a) Why CRM is critical for long-term Business Success?13K1CO4ORb) i) How do Online Reviews impact Consumer Purchase Decisions?5K1CO4ii) How does High Churn affect a company's Profitability?8K1CO4
- 15. a) Describe how a company can implement a Marketing Information System ¹³ K³ CO⁵ to improve its Marketing Strategy.

OR

b) Illustrate with suitable example, how a Brand can use Social Media ¹³ K³ CO⁵ Marketing to enhance its Visibility and Reach.

PART - C $(1 \times 15 = 15 \text{ Marks})$ (Compulsory)

16. Imagine a case in which you are leading a team at a technology company ¹⁵ K4 CO5 that is considering developing a New product. How would you use Marketing Research to identify potential customer needs and preferences, and what Research Methods would you employ?