

Reg. No.

Question Paper Code		XXXXX		
MBA - DEGREE EXAMINATIONS, NOV / DEC 2025				
Second Semester				
Master of Business Administration				
24MBT203– MARKETING MANAGEMENT				
Regulations–2024				
Duration: 3 Hours		Max. Marks: 100		
PART - A (10 × 2 = 20 Marks)		Marks	K – Level	
Answer ALL Questions				CO
1.	Define marketing.	2	K1	
2.	Explain the social aspect of marketing.	2	K2	CO1
3.	List the components of the marketing mix.	2	K1	CO2
4.	Differentiate between advertising and promotion.	2	K2	CO2
5.	Summarize the meaning of Marketing Strategy Formulation.	2	K2	CO3
6.	Name the aspects of competitor analysis.	2	K1	CO3
7.	Identify the causes of customer churn.	2	K2	CO4
8.	Outline the process of buyer decision making.	2	K2	CO4
9.	Name the types of Marketing Research.	2	K1	CO5
10.	Explain the difference between Social Media Marketing and Digital Marketing.	2	K2	CO5
PART - B (5 × 13 = 65 Marks)				
Answer ALL Questions				
11.	a) Construct a model showing the evolution and conceptual framework of Marketing.	13	K3	CO1
OR				
	b) Organize the major responsibilities and functions of a Marketing Manager into a strategic framework.	13	K3	CO1
12.	a) Utilize the concept of the Product Life Cycle to explain how pricing strategies differ across different stages.	13	K3	CO2
OR				
	b) Choose and Develop a comprehensive promotional mix for a small business launching a new health drink.	13	K3	CO2
13.	a) Examine the key drivers of marketing strategies in competitive	13	K4	CO3

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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		markets.			
		OR			
	b)	Inspect the various methods of Competitor Analysis and Simplify the process of identifying a competitor's strategy.	13	K4	CO3
14.	a)	Analyze the behavior of industrial buyers compared to individual consumers.	13	K4	CO4
		OR			
	b)	Simplify the Theories of Consumer Decision Making and Examine their practical implications for marketers.	13	K4	CO4
15.	a)	Judge the importance of marketing information systems for competitive advantage.	13	K5	CO5
		OR			
	b)	Assess the effectiveness of Cause Related Marketing as a long-term strategy for building brand loyalty and Rate its ethical value.	13	K5	CO5
		PART - C (1× 15 = 15 Marks) (Compulsory)			
16.	a)	<p>Horizon Tech, a leading manufacturer of high-end consumer electronics, has been operating successfully for two decades. Recently, the company has faced significant challenges due to external factors. A new government regulation mandates a 50% reduction in the use of certain non-recyclable materials in all manufactured goods within two years, drastically increasing production costs. Simultaneously, a powerful competitor has launched a highly effective campaign positioning itself as the eco-friendly alternative, causing a 15% dip in Horizon Tech's market share. The CEO is debating whether to invest massively in new, sustainable production technology (which risks short-term profitability) or to launch a counter-marketing campaign that emphasizes their product's existing quality and durability.</p> <p>Question: Assess the strategic importance of this new external marketing environment change (government regulation and competitor action) and determine whether the company should prioritize the high-cost investment in sustainable technology or the counter-marketing campaign to defend its long-term market position.</p>	15	K5	CO1

Knowledge Level:

K - Level	K1	K2	K3	K4	K5	K6	Total
Marks	08	12	52	52	41	-	165
Marks %	5%	7%	32%	32%	24%	-	100

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create
 K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create **00000**