B.E. / B.Tech. - DEGREE EXAMINATIONS, APRIL / MAY 2025

Fourth Semester

Computer Science and Business Systems

20CBMG402 - MARKETING MANAGEMENT

Regulations - 2020

Duration: 3 Hours   Max. Marks: 100

PART - A (MCQ) (10 × 1 = 10 Marks)

Answer ALL Questions

		Marks	K-Level	CO
1.	Which characteristic is unique to service marketing?	1	K1	CO1
	(a) Tangibility (b) Inseparability (c) Durability (d) Storability			
2.	Which of the following is an example of an external market environment factor?	1	K1	CO1
	(a) Company policies (b) Employee satisfaction			
	(c) Competitor strategies (d) Internal communication			
3.	What is the primary goal of market segmentation?	1	K1	CO2
	(a) To increase production costs			
	(b) To target specific groups of consumers more effectively			
	(c) To reduce the number of products offered			
	(d) To eliminate competition			
4.	What is the main challenge of channel management?	1	K1	CO2
	(a) Ensuring effective communication and coordination among channel members			
	(b) Reducing production costs			
	(c) Increasing product quality			
	(d) Conducting market research			
5.	Which factor is MOST important in B2B purchasing?	1	K1	CO3
	(a) Celebrity endorsements (b) Personal relationships			
	(c) Packaging design (d) Impulse discounts			
6.	Sustainable consumer behavior is influenced by:	1	K1	CO3
	(a) Price alone (b) Environmental concerns			
	(c) Faster delivery times (d) Smaller product sizes			
7.	Which sampling technique ensures every member of the population has an equal chance of selection?	1	K1	CO4
	(a) Convenience sampling (b) Quota sampling			
	(c) Random sampling (d) Snowball sampling			
8.	Stratified sampling divides the population into:	1	K1	CO4
	(a) Random groups (b) Homogeneous subgroups			
	(c) Convenient segments (d) Geographic regions			
9.	What is the primary advantage of using PPC (Pay-Per-Click) advertising?	1	K1	CO5
	(a) Guaranteed organic traffic			
	(b) Immediate visibility and targeted audience reach			
	(c) No need for a marketing budget			
	(d) Unlimited free clicks			
10.	What is the role of influencers in social media marketing?	1	K1	CO5
	(a) To reduce brand credibility			
	(b) To amplify brand messages through trusted personalities			
	(c) To replace traditional advertising agencies			
	(d) To limit audience reach			

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

PART - B (12 × 2 = 24 Marks)
Answer ALL Questions

11. Illustrate the features of B2C Marketing.	2	K2	CO1
12. Explain the patterns of Market Segmentation in brief.	2	K2	CO1
13. Infer the effect of external market environment in service marketing.	2	K2	CO1
14. Interpret the term Market Positioning.	2	K2	CO2
15. Illustrate the components of Product Planning.	2	K2	CO2
16. Show marketing requirement at various stages of the PLC.	2	K2	CO2
17. Infer the term Customer retention.	2	K2	CO3
18. Relate the different types of pricing tactics that influence consumers.	2	K2	CO3
19. Interpret the objectives of Marketing research.	2	K2	CO4
20. Illustrate the importance of Secondary Data in marketing research.	2	K2	CO4
21. Explain Content Marketing in brief.	2	K2	CO5
22. Infer the types of Social Media Marketing.	2	K2	CO5

PART - C (6 × 11 = 66 Marks)
Answer ALL Questions

23. a) Explain the different bases of market segmentation and discuss how a company can use segmentation to develop a successful marketing strategy. Provide examples of companies that have effectively used segmentation to gain a competitive advantage.   *11 K2 CO1*

OR

b) Compare and contrast how Service marketing is fundamentally different from product marketing due to the intangible nature of services. Discuss the unique challenges of service marketing and explain how the 7 Ps of the service marketing mix can be used to overcome these challenges. Provide examples to support your answer.   *11 K2 CO1*

24. a) Outline the strategies a company implements to extend the maturity phase of a product and minimize losses in Decline phase.   *11 K2 CO2*

OR

b) Summarize how companies identify market needs for a new product. What role does market research play in product development?   *11 K2 CO2*

25. a) Develop in detail a note about the buyer behaviour model.   *11 K3 CO3*

OR

b) Identify the differences between B2B and B2C buyer behavior across decision-making stages, using relevant models.   *11 K3 CO3*

26. a) Explain in detail about the Market Research Process.   *11 K2 CO4*

OR

b) Outline hypothesis testing in marketing research. Discuss the sampling techniques used to ensure reliable data.   *11 K2 CO4*

27. a) Interpret the statement: "Ecommerce strategy is essential for success in the online business world", and explain the key elements of a successful E-commerce strategy.   *11 K2 CO5*

OR

b) Summarize the Social Media marketing and its types and role for new business development for its specific goals and objectives of a business.   *11 K2 CO5*

28. a) (i) Show the importance of statistical tools in data analysis and the qualities of a good research report.   *6 K2 CO4*

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

(ii) "The future of E-Commerce lies in emerging technologies." Relate this statement with examples.   5   K2   CO5

<div align="center">**OR**</div>

b) (i) "The quality of marketing research depends heavily on the data collection process." Explain this statement, discussing various primary and secondary data collection methods and their challenges.   6   K2   CO4

(ii) Classify the types of online marketing channels and the role of Internet marketing.   5   K2   CO5