

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***UG/PG DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL-MAY 2026****Second Semester****Master of Business Administration****PMBT2427-MARKETING MANAGEMENT****Regulations - 2024****Duration: 3 Hrs.****Maximum: 100 Marks****PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)**

Q.No	Questions	BLT	CO	Marks
1.	Define the term 'core competencies' in marketing?	(L1)	1	2
2.	Name any two components of a value chain in marketing.	(L1)	1	2
3.	List any two key drivers of marketing strategies.	(L1)	2	2
4.	State any four roles of economic factors in marketing strategy formulation.	(L1)	2	2
5.	Define brand positioning with an example.	(L2)	3	2
6.	What is meant by product life cycle in marketing?	(L2)	3	2
7.	What do you mean by customer defection.	(L1)	4	2
8.	Mention any two characteristics of online buyer behavior.	(L2)	4	2
9.	Write any two key differences between industrial and consumer buyer behavior.	(L2)	5	2
10.	List two major factors influencing consumer purchase decisions.	(L1)	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

Q.No	Questions	BLT	CO	Marks
11. a	Explain the core concepts in marketing and their relevance in the modern business environment.	(L2)	1	16
	Or			
b	Elaborate on the interface of marketing with other functional areas like Production, Finance, HRM, and Information Systems.	(L2)	1	16
12. a i	Evaluate the effectiveness of different strategies used in consumer marketing with real-time examples.	(L5)	2	8
ii	Critically assess how behavioral factors influence strategic marketing decisions across various sectors.	(L5)	2	8
	Or			
b	Examine the role of competition analysis and its impact on the formulation of industrial marketing strategies.	(L5)	2	16

13.	a	Assess how pricing objectives and methods influence market penetration and profitability in dynamic business environments. Give suitable examples.	(L5)	3	16
Or					
	b	Evaluate the role of integrated marketing channels in enhancing customer satisfaction and competitive advantage.	(L5)	3	16
14.	a	Illustrate the major models of buyer behavior and their implications in marketing decision-making.	(L4)	4	16
Or					
	b	Analyze how customer satisfaction can be built and measured, and discuss its impact on long-term loyalty.	(L4)	4	16
15.	a	i Identify and discuss factors influencing consumer and industrial buyer behavior with suitable examples	(L6)	5	8
		ii How organizations can integrate customer acquisition, retention, and defection strategies to build long-term loyalty.	(L6)	5	8
Or					
	b	Critically assess how understanding buyer behavior contributes to the formulation of effective marketing strategies in the digital environment.	(L6)	5	16
