

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV /DEC 2024

Second Semester

Master of Business Administration

BA4207 - Marketing Management

Regulations - 2021

Duration : 3 Hrs

Maximum : 100 Marks

PART - A (ANSWER ALL QUESTIONS) (Marks 10*2=20)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	Define marketing and explain its core concepts.	RE	1	2
2.	Explain the concept of SWOT analysis.	UN	1	2
3.	List the key drivers of marketing strategies.	RE	2	2
4.	Name the components of the strategic marketing mix.	RE	2	2
5.	What are the stages of the product life cycle?	RE	3	2
6.	Define market segmentation.	RE	3	2
7.	What are the key differences between industrial and consumer buyer behavior?	RE	4	2
8.	Explain the concept of customer satisfaction.	UN	4	2
9.	List the ethical considerations in marketing research.	RE	5	2
10.	Define the marketing research process.	RE	5	2

PART - B (ANSWER ALL QUESTIONS) (Marks 5*13 = 65)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a Explain the evolution of marketing and its relevance today.	UN	1	13
	Or			
	b Demonstrate the relevance of environmental scanning in marketing.	UN	1	13
12.	a Classify the role of consumer insights in shaping marketing strategies.	UN	2	13
	Or			
	b Demonstrate the application of marketing research in product development.	UN	2	13
13.	a Extend the different methods for pricing objectives in marketing.	UN	3	13
	Or			
	b Explain the concept of integrated marketing channels and their management.	AN	3	13

14.	a	Demonstrate the impact of social media on buyer behavior.	UN	4	13
Or					
	b	Outline the importance of measuring customer satisfaction.	UN	4	13
15.	a	Summarize the application of marketing research in product development.	UN	5	13
Or					
	b	Explain the marketing research process and its significance.	UN	5	13

*PART – C (Marks 1*15 = 15)*

<i>Q.No</i>		<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
16.	a	Critically analyze the new product development process and its challenges.	AN	3	15
Or					
	b	Elaborate on the significance of services marketing strategies in today's economy.	AN	5	15