

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV/DEC 2025

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)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	Define the core concepts in marketing.	L1	1	2
2.	What are the key components of the value chain?	L1	1	2
3.	Identify the key drivers of marketing strategies.	L1	2	2
4.	State the role of competition analysis in strategic marketing.	L2	2	2
5.	What are the stages of the product life cycle?	L1	3	2
6.	Define market segmentation and its importance in marketing.	L1	3	2
7.	Identify the key influencing factors of consumer buyer behavior.	L2	4	2
8.	State the concept of customer acquisition and retention.	L1	4	2
9.	What is the importance of a Marketing Information System (MIS)?	L2	5	2
10.	List the role of online marketing trends in modern marketing.	L2	5	2

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

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a Explain the marketing planning process and its importance in a business context.	L2	1	16
	Or			
	b i Outline core competencies and explain their role in creating value for customers.	L2	1	8
	ii Illustrate SWOT analysis to a specific organization to assess its internal strengths and weaknesses.	L2	1	8
12.	a i Interpret how competition analysis influences marketing strategies for consumer markets.	L2	2	8
	ii Show the key components of the strategic marketing mix for industrial markets.	L2	2	8
	Or			
	b Explain the importance of strategic marketing for service-based businesses.	L2	2	16

13.	a	Summarize the process of market segmentation and positioning in the development of a marketing strategy.	L2	3	16
		Or			
		Discuss the key components of an integrated marketing channel management strategy.	L2	3	16
14.	a	Explain the factors that influence consumer buying behavior in online environments.	L2	4	16
		Or			
	b i	State and explain the key components of industrial buyer behavior.	L2	4	8
	ii	Interpret how online consumer behavior models help businesses in decision-making.	L2	4	8
15.	a	Explain the importance of cause-related marketing and its role in corporate branding.	L2	5	16
		Or			
	b	Demonstrate the impact of social media trends on digital marketing strategies.	L2	5	16