



School: School of Business & Law
 Program/s: MBA
 Year: 1st Semester: II
 Examination: End Semester Examination
 Examination year: May - 2023

Course Code:	MKT201	Course Name: Marketing Management	Total Marks:	40
Date:	16-05-2023		Total Pages:	02
Time:	10:00 am to 12:00 pm			

Instructions:

- Write each answer on a new page.
- Use of a calculator is not permitted
- Draw necessary models/charts wherever applicable
- * COs=Course Outcome mapping # BTL=Bloom's Taxonomy Level mapping

Q. No.	Details	Marks	COs*	BTL*
Q.1	Answer the following questions in short (Answer any 03*03 Marks)	09		
a	Define product mix and explain all the concepts of product mix with an example and a diagram.		CO1 CO4	B1 B1.1
b	What all factors can affect pricing decisions?		CO2 CO3	B1 B1.2
c	What is public relations? List the major tools in Marketing PR.		CO1 CO4	B1 B1.1
d	What are Marketing Channel Flows? Represent any two channel flow with the help of a diagram.		CO1	B1 B1.1
Q.2	Read the situations careful and justify your answer with relevant theoretical support (Answer any 01*07 Marks)	07		
a	NutriLife, a health and wellness company, comes together to generate ideas for a new product. They recognize the growing demand for personalized nutrition and decide to develop a mobile app that provides customized meal plans based on individual dietary preferences, health goals, and restrictions. You are part of the The product development team at NutriLife, suggest various steps that are required to be performed as a part of NPD process.		CO1 CO2 CO3 CO5	B1 B1.1 B1.2 B1.3
b	Organic Beauty Co. is a newly established skincare brand that specializes in organic and cruelty-free products. The company is gearing up to launch its latest line of sustainable skincare products targeting environmentally-conscious millennials. The goal is to increase brand awareness and drive online sales within a limited budget. Organic Beauty Co. needs to identify the most effective Integrated Marketing Communications (IMC) tools to engage its target audience and achieve its marketing objectives. You are part of the team working on IMC tool identification, considering the above scenario identify minimum 03 IMC tools that you could utilize to achieve the marketing objective.		CO2 CO4 CO5	B1 B1.2 B1.3 B1.4

Q.3	Answer the following long question with appropriate examples/diagrams or models as the case may be. (Answer any 03 questions * 08 Marks)	24		
a	Choose a service industry of your preference and describe a model that can be implemented to enhance their service delivery by reducing the service gap.		CO1 CO5	BT14 BT15
b	While setting the prices, what are the various pricing methods available with the marketer. Explain each pricing method with relevant example.		CO1 CO3 CO4	BT14 BT15 BT16
c	Define sales promotion and explain various tools for consumer sales promotion with relevant company examples.		CO1 CO4	BT11 BT12
d	Explain the concept of Channel Integration and Systems. Use diagrams and models to differentiate the concepts.		CO1 CO4 CO5	BT11 BT12 BT13 BT15

*****End of Question Paper*****