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Sl. No.

21MBA1C4L

MBA I Semester (NEP) Degree Examination, June - 2023

MANAGEMENT

Marketing Management

Time : 3 Hours

Maximum Marks : 70

Note : Answer **any five** of the following questions with Question no. **1 (Q.1) Compulsory**, each question carries **equal** marks.

1. Explain the core concept of marketing with suitable examples. **14**
2. What do you mean by marketing environment ? Examine the techniques used in environmental analysis. **14**
3. Explain the various steps involved in new product development. **14**
4. Discuss the various methods used for measuring advertising effectiveness. **14**
5. Distinguish between traditional vs modern media with examples. **14**
6. Develop marketing segmenting strategies for two-wheeler electric scooters. **14**
7. Explain the tools and techniques of sales promotion with examples. **14**
8. (a) Write an explanatory note on channel management. **5**
(b) Assess the need for marketing audit. **5**
(c) Evaluate the Linkage of Marketing functions with all functions in the organization. **4**

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