

Code No: **24BA2T3**

**I MBA - II Semester – Regular / Supplementary Examinations
JULY 2026**

MARKETING MANAGEMENT

Duration: 3 Hours

Max. Marks: 70

Note: 1. This question paper contains two Parts: Part-A and Part-B.

2. Part-A contains 5 essay questions with an internal choice from each unit.
Each Question carries 12 marks.

3. Part-B contains one Case Study for 10 Marks.

4. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

			BL	CO	Max. Marks
<u>UNIT – I</u>					
1.	a)	Define Marketing.	L1	CO1	2 M
	b)	Discuss the Indian Marketing environment with suitable examples.	L2	CO1	10 M
OR					
2.	a)	What is demand measurement?	L1	CO1	2 M
	b)	Identify the forecasting techniques used in measuring the market demand.	L2	CO1	10 M
<u>UNIT – II</u>					
3.	a)	Describe about market positioning.	L2	CO2	3 M
	b)	Classify the positioning strategies with examples from FMCG industry products.	L2	CO2	9 M

OR					
4.	a)	Describe the term Consumer Behaviour.	L2	CO2	2 M
	b)	Determine the factors influencing the consumer behavior.	L3	CO2	10 M
<u>UNIT-III</u>					
5.	a)	Briefly explain the concept of product mix.	L2	CO3	3 M
	b)	Explain the different stages of Product Life Cycle (PLC).	L2	CO3	9 M
OR					
6.	a)	Define Price.	L1	CO3	2 M
	b)	Evaluate different pricing strategies that determine better profits to the organizations.	L5	CO3	10 M
<u>UNIT – IV</u>					
7.	a)	Discuss about mobile marketing?	L1	CO4	3 M
	b)	Explain about the different components of marketing communication mix.	L2	CO4	9 M
OR					
8.	a)	Discuss about sales promotion.	L2	CO4	3 M
	b)	Analyze the recent trends in marketing communications.	L4	CO4	9 M

<u>UNIT – V</u>					
9.	a)	Explain the Digital marketing.	L2	CO5	3 M
	b)	Determine the role of Digital marketing in the present business scenario.	L3	CO5	9 M
OR					
10.	a)	Discuss about E-Marketing.	L2	CO5	3 M
	b)	Evaluate the contribution of e-marketing in uplifting the Rural marketing and Green marketing.	L5	CO5	9 M

PART – B

11.	CASE STUDY	L4	CO2	10 M
AquaPure is a bottled water company operating in India with branch offices spread across 4 regions of east, west, north and south. It has a strong marketing team defining different strategies for different areas. AquaPure is offering premium, mineral and flavored water products. Despite growing competition, the company noticed stagnant sales in certain regions and decided to revamp its marketing strategy through effective market segmentation. Segmentation Approach: The marketing team divided the market based on the following factors: • Demographic: Age, income and occupation — targeting young professionals and health-conscious individuals. • Geographic: Urban vs. rural areas — focusing premium products in metro cities and budget options in tier-2 towns. • Behavioral: Customer loyalty and purchasing habits — launching				

subscription models for frequent buyers.

- Psychographic: Lifestyle choices — introducing fitness-focused drinks for gym-goers.

Outcome:

After tailoring campaigns for each segment, AquaPure saw a 22% rise in urban sales and 12% growth in rural areas within 6 months.

Questions:

- a) Identify the key segmentation strategies used by AquaPure. How did these strategies help the company boost its sales?
- b) Suggest additional segmentation criteria AquaPure could use to further refine their marketing efforts. Provide reasons for your suggestions.