



**Programme: MBA**

**Course: Marketing Management**

**Course Code:11.553**

**Enrolment no. \_\_\_\_\_**

**Full Marks: 70**

**Time: 3 Hrs.**

Q.No.	Questions	CO	Bloom Taxonomy Category	Marks
<b>Section I</b>				
1	<b>Short Answer type questions.</b>			
a	Explain the concept of Demand. Illustrate with example.	CO1	Apply	4 x 5 = 20
	or			
b	Discuss the difference between Product Concept & Production Concept.	CO1	Understand	
	or			
c	Describe the role of Psychographic factors in making a purchase decision by a customer.	CO2	Understand	
	or			
d	Explain the concept of reference group and mention its influence on consumer buying behavior.	CO2	Understand	
	or			
	Explain the importance of Personal Selling as an element of Promotion Mix.	CO2	Understand	
	or			
	Compare between Intensive & selective distribution strategy with help of Practical Example.	CO2	Understand	
	or			
	Discuss few of the characteristics of services that make it different to product.	CO1	Understand	
	or			
	Discuss the importance of CRM.	CO1	Understand	
<b>Section II</b>				
	<b>Long Answer type questions.</b>			
2	Explain the concept of Value. Recommend how company can provide valuable offering to customers.	CO1	Evaluate	3 x 10 = 30
	or			
3	Compare among customer needs, wants, and demands. Choose suitable example to illustrate your point.	CO1	Apply	
	or			
4	Explain what do you understand by the term differentiation? Recommend different ways of creating differentiation in companies offering.	CO2	Evaluate	
	or			
5	Analyze & discuss the concept of Product mix with the help of example of any MNC company.	CO2	Analyse	
	or			
6	Explain the concept of International Marketing. Analyze & discuss few points that a marketing manager should keep in mind to be successful in Foreign market.	CO4	Analyse	
	or			
	Explain the process involved in new product development with the help of practical illustration. Distinguish between Product Testing & Test Marketing.	CO4	Analyse	
<b>Section III</b>				
	<b>Application based questions</b>			
5	Recommend some of the demographic trends of interest to marketers in our country and discuss whether these trends pose opportunities or threats for marketers.	CO3	Evaluate	1 x 20 = 20
	or			
	Identify a package that you believe to be inferior. Explain why you think the package is inferior, and make your recommendations for improving it? Do discuss the significance of good packaging with relevant examples.	CO3	Evaluate	

**COURSE OUTCOME**

Course Outcomes On completion of this course, the students will be able to

CO1. Students will demonstrate strong conceptual knowledge in the functional area of marketing management.

CO2. Students will demonstrate the ability to plan, develop & execute marketing Strategies.

CO3. Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

CO4: Attainment of Organizational Marketing Goals.