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Question Paper Code : MB2507

MBA DEGREE EXAMINATION APRIL/ MAY 2026

Second Semester

25MBC207- Marketing Management

(Regulation: 2025)

Time : 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. Define Marketing.
2. Write short notes on Marketing Interface?
3. Enlist the unique characteristics of Services Marketing.
4. Define Marketing Mix ?
5. What is meant by Market segmentation ?
6. Mention the importance of Channel Management ?
7. List the Buying Motives ?
8. What is Customer Defection?
9. Define Market Research ?
10. What is cause related marketing ?

Part – B (5 x 13 = 65 marks)

11. a) Discuss the components of Marketing Environment.

OR

- b) Discuss the Prospects & challenges in Global marketing.

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12. a) What is Marketing strategy formulation ? What are the Key drivers of marketing strategy ?

OR

- b) Discuss competition analysis of Industrial & consumer markets.

13. a) Explain the stages of New Product Development.

OR

- b) Explain Pricing policies & methods in detail.

14. a) Discuss various Buyer Behaviour Models.

OR

- b) Discuss the Customer Relationship Management (CRM) in detail.

15. a) Discuss sustainable Marketing & Green Marketing.

OR

- b) Define Digital Marketing . Brief the key techniques and recent trends in digital marketing.

PART C (1 X 15 = 15)

16. a) For a hotel of your choice list the various components of services marketing elements. Also highlight the significance of each marketing mix elements.

OR

- b) As a Marketing consultant design a marketing research enumerating the various steps involved for an Ayurveda deodorant to be launched by a leading consumer brand.