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PG/IIS/MBA/202/25

MBA 2nd Semester Examination, 2025

MBA

(Marketing Management)

PAPER — MBA-202

Full Marks : 100

Time : 3 hours

Answer all questions

The figures in the right hand margin indicate marks

*Candidates are required to give their answers in
their own words as far as practicable*

GROUP—A

Answer any eight questions from the following :

5 × 8

1. What are the major components of marketing mix ? Discuss the characteristics of any two components of it.

2 + 3

(Turn Over)

(2)

2. What do you mean by Sub-culture ? How does Sub-culture impact business ? 2 + 3
3. Explain the core marketing concept with suitable examples.
4. Critically evaluate the emerging role of technology in marketing.
5. Explain with a hypothetical example, the consumer buying decision making process in detail.
6. Assume, you are a marketing manager of a new electric vehicle (EV) startup aiming to launch its first compact SUV. How do you design promotional campaign for it to target the rural consumers ?
7. Discuss the importance of sales promotion in today's competitive landscape.

8. Discuss with suitable example the concept of skimming pricing strategy.
9. Discuss the characteristics of service marketing.
10. Define segmentation. Discuss demographic base of segmentation with suitable example. 2 + 3
11. Write a short note on "Dynamic Pricing".
12. What do you mean by Direct Marketing ?
When direct marketing is more prominent ?
Discuss with suitable example. 1 + 4

GROUP - B

Answer any four questions from the following : 10 × 4

13. Define marketing. Explain how a strong understanding of customer needs and wants is the bedrock of effective marketing strategies. 2 + 8

- 14. Explain Michael Porter's Five Forces Model and its relevance in analysing industry attractiveness for a new market entrant.**
- 15. Imagine you are launching a new, innovative product. What are the key marketing considerations you would need to address before, during, and after its launch, and why?**
- 16. What is Holistic marketing Approach? How can organizations effectively integrate all four pillars of holistic marketing to manage long-term sustainable growth and competitive advantage in today's dynamic market? 2 + 8**
- 17. What is integrated marketing communication (IMC)? Why is IMC crucial for modern businesses? 4 + 6**

(5)

18. Elaborate the concept of PLC in marketing. Schematically explain with a hypothetical example the relations between PLC and Profit curve.

6 + 4

[Internal Assessment — 20 Marks]

