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Reg.No :

Name :

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS) REGULAR EXAMINATION MARCH 2025
SECOND SEMESTER
Core Course (CC) - MG2CCRBBA101 - MARKETING MANAGEMENT
(2024 ADMISION ONWARDS)

Duration: 2 Hours

Maximum Marks: 70

Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill(S), Interest(I) and Appreciation(Ap)

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

Short Answer Questions(four to five sentences)

A choice between two options for each question, answer five short answer questions, one from each pair

1a. Define Marketing Management? [K] / [CO1]

OR

1b.. Explain the concept of the macro environment in marketing. [U] / [CO1]

2a. What are the five stages of the consumer buying decision process? [K] / [CO2]

OR

2b. What are the different levels of market segmentation? [K] / [CO2]

3a. Define promotion. What factors determine the choice of promotion mix? [K] / [CO3]

OR

3b. What are the four stages of the Product Life Cycle? What happens to sales and profits in the Growth Stage? [U] / [CO3]

4a. Mention any three characteristics of Services [U] / [CO4]

OR

4b. State the primary purpose of content marketing [K] / [CO4]

5a. A healthcare company wants to build brand credibility after receiving negative media coverage. Suggest one public relations strategy it can use. [A] / [CO3]

OR

5b. What is product mix consistency? How does altering product mix consistency help a company? [U] / [CO3]

[5x3 = 15]

Part B

Short Essay

A choice between two options for each question, answer three short essay questions, one from each pair

6a. Explain the Production concept with examples? [K] / [CO1]

OR

6b. How do B2B marketing strategies differ from those in B2C markets? [U] / [CO1]

7a. Ramesh, a young IT professional from Chennai, recently moved to Delhi for work. Being from South India, he prefers eating traditional meals like dosa and idli. However, in Delhi, he notices that most people prefer parathas, chole bature, and fast food. Over time, he starts adapting to the local food habits but still craves South Indian dishes. Explain which factor is affecting his buying behaviour. [A] / [CO2]

OR

7b. Define experiential marketing and its core characteristics. [U] / [CO2]

8a. What is differential pricing? What are the various basis for differential pricing? [K] / [CO3]

OR

8b. Explain the functions of marketing channels. How does risk-taking function affect intermediaries in a distribution channel? [U] / [CO4]

[3x5 = 15]

Part C

Long Essay

A choice between two options for each question, answer two long essay questions, one from each pair

- 9a. Explain the four broad bases for segmenting the consumer market. Substantiate with examples for each. [U] / [CO2]

OR

- 9b. Explain the components of the Stimulus-Response Model. Explain using a suitable example. [U] / [CO2]

- 10a. Case: [A] / [CO3]

WeaveIndia is a Kerala-based startup specialising in handwoven cotton sarees and dupattas made by rural artisans. The brand is known for its premium, handcrafted appeal and targets customers who appreciate traditional textiles. To expand its market reach, the company is considering adding new products:

- a) Cotton tote bags with handloom fabric for eco-conscious shoppers.
- b) Luxury silk stoles and shawls targeting urban professionals.
- c) Handwoven cushion covers and table runners for home décor lovers.

Questions:

- i) How should WeaveIndia categorise the new product lines—shopping goods, convenience goods, or specialty goods?

Provide reasons for each.

- ii) What marketing strategies with respect to pricing, promotion, distribution should be used for each classification?"

OR

- 10b. What are the stages in New Product Development? Explain the factors that influence the development of a New Product with examples. [U] / [CO3]

[2x20 = 40]