



R22 Regulation

Subject code: D142PC2

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

(Autonomous, Accredited by NAAC with 'A+' Grade)

MBA II Semester Supplementary Examinations, March 2025

MARKETING MANAGEMENT

(MBA)

Maximum Marks: 70

Date: 13.03.2025

Duration: 3 hours

- Note:**
1. This question paper contains two parts A and B.
 2. Part A is compulsory which carries 20 marks. Answer all questions in Part A.
 3. Part B consists of 5 Units. Answer any one full question from each unit.
 4. Each question carries 10 marks and may have a, b, c, d as sub questions.

Part-A		CO	Bloom Tx
All the following questions carry equal marks (10X2M=20 Marks)			
1a	Define convenience goods.	1	L1
b	Differentiate need and want.	1	L1
c	Define product line	2	L1
d	Define a product	2	L1
e	Define Positioning maps.	3	L1
f	Define consumer behaviour.	3	L1
g	Differentiate publicity and advertising.	4	L1
h	State the structure of zero(0) level channel of distribution.	4	L1
i	Define bait pricing.	5	L1
j	State the characteristics of rural markets.	5	L1
Part-B			Bloom Tx level
Answer All the following questions. (5X10M=50Marks)			
2	Discuss in detail the marketing philosophies. (10M)	1	L2
	OR		
3	Explain the process of marketing research. (10M)	1	L2
4	Explain the concept of product and also write about product life cycle taking an example. (10M)	2	L2
	OR		
5	Define consumer behavior and explain the influence of cultural factors on consumer behavior. (10M)	2	L2
6	Discuss about market segmentation for consumer market. (10M)	3	L2
	OR		
7	Explain strategies to be adopted in positioning the product. (10M)	3	L2
8	What is personal selling and explain its importance in marketing. (10M)	4	L2
	OR		
9	Discuss about channel strategy decisions and state the factors that influence promotional mix. (10M)	4	L2
10	Discuss in detail about rural marketing. (10M)	5	L2
	OR		
11	Define pricing. Bring out the importance of pricing and list out the types of pricing strategies. (10M)	5	L2