BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: BAM   SEMESTER : I
BRANCH: ANIMATION AND MULTIMEDIA   SESSION : MO/2024

SUBJECT: MN114 MARKETING MANAGEMENT

TIME: 3 Hours   FULL MARKS: 50

INSTRUCTIONS:
1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. **Before attempting the question paper, be sure that you have got the correct question paper.**
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

			CO	BL
Q.1(a)	What is marketing? Explain the difference between marketing and selling.	[5]	1	1
Q.1(b)	Define the marketing mix (4Ps) and explain its importance in marketing management.	[5]	1	2
Q.2(a)	What is market segmentation? Why is it important and what are the main types of segmentation?	[5]	2	2
Q.2(b)	Discuss the concept of a target market and its relevance to marketing strategies.	[5]	2	2
Q.3(a)	What is the product life cycle (PLC)? Discuss its stages with examples.	[5]	3	1
Q.3(b)	Explain the concept of product differentiation. Why is it important for a company?	[5]	3	2
Q.4(a)	Compare and contrast skimming pricing and penetration pricing strategies.	[5]	4	3
Q.4(b)	What factors should marketers consider when setting a price for a product or service?	[5]	4	1
Q.5(a)	What are the key functions of distribution channels in marketing?	[5]	4	1
Q.5(b)	Discuss the BCG Matrix in detail?	[5]	5	1

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