

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION)**

**CLASS: BAM
BRANCH: BAM**

**SEMESTER : 1ST
SESSION : MO/2024**

SUBJECT: MN114 MARKETING MANAGEMENT

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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		CO	BL
Q.1(a)	Explain the concept of Marketing as a customer satisfaction process?	[2]	1 1
Q.1(b)	Discuss the core concepts of Marketing. State the importance of marketers and prospects in context to Marketing?	[3]	1 2
Q.2(a)	Discuss the concept of Environment.	[2]	1 1
Q.2(b)	Explain briefly the controllable and uncontrollable factors in the environment.	[3]	1 1
Q.3(a)	Distinguish the terms Mass Marketing, Segment Marketing and Niche Marketing.	[2]	2 1
Q.3(b)	Discuss the basis of segmenting the market.	[3]	2 1
Q.4(a)	“Augmentation level is a competitive advantage scale”. Justify	[2]	3 2
Q.4(b)	Discuss the product mix of any of the consumer durable company.	[3]	3 3
Q.5(a)	Define PLC?	[2]	3 1
Q.5(b)	Discuss briefly the stages of the product life cycle?	[3]	3 1

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