

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

**CLASS: BBA  
BRANCH: MANAGEMENT**

**SEMESTER : II  
SESSION : SP/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.
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			CO	BL
Q.1(a)	Define the term Marketing, Explain the relevance of marketing in business management.	[5]	1	1
Q.1(b)	“Marketing environment regularly provides new opportunities and threat for business” Discuss.	[5]	1	4
Q.2(a)	What do you understand by Market segmentation? Explain the various attributes of effective market segmentation.	[5]	2	2
Q.2(b)	“Positive market positioning is important to generate demand of any product or service”. Elaborate	[5]	2	5
Q.3(a)	Explain the various types of products with suitable examples.	[5]	3	2
Q.3(b)	What kind of marketing strategies should be adopted at the growth stage of product life cycle? Explain.	[5]	3	3
Q.4(a)	What is Price? Explain different methods of Pricing.	[5]	4	2
Q.4(b)	Explain the various elements of promotion mix and its role in marketing communication.	[5]	4	4
Q.5(a)	Explain the concept of BCG Matrix with diagram.	[5]	5	4
Q.5(b)	Differentiate between conventional marketing and digital marketing with suitable examples.	[5]	5	5

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