

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2024)**

**CLASS: BBA
BRANCH: MANAGEMNT**

**SEMESTER : II
SESSION : SP/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
-

			CO	BL
Q.1(a)	Explain the significance of studying marketing management for any business.	[2]	1	3
Q.1(b)	Explain different Macro environmental factors which influences Marketing environment	[3]	1	4
Q.2(a)	How the concept of Marketing differs from the concept of selling ? Explain	[2]	1	5
Q.2(b)	Why regular analysis of marketing environment is important for any business ? Discuss	[3]	1	4
Q.3(a)	Explain the different bases / variables for segmenting consumer market.	[2]	2	5
Q.3(b)	Explain the need and benefits of proper market targeting.	[3]	2	4
Q.4(a)	Explain the various components of Marketing mix.	[2]	3	2
Q.4(b)	Explain the concept and process of Market positioning.	[3]	2	4
Q.5(a)	Explain the different types and levels of product.	[2]	3	2
Q.5(b)	Differentiate between the concept of product line and product mix with examples.	[3]	3	3

:26/02/2024:E