

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

**CLASS: BBA/IMBA
BRANCH: MANAGEMENT**

**SEMESTER : II
SESSION : SP/2025**

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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Q.1(a)	Define the term Market and Marketing.	[5] 1	1
Q.1(b)	“Changes in Marketing environment always provides new opportunities and threat for business”, Justify this statement.	[5] 1	5
Q.2(a)	Explain the various bases or methods of Market segmentation.	[5] 2	4
Q.2(b)	Why Proper Market positioning is important in any business ?	[5] 2	2
Q.3(a)	Differentiate between the concept of Product line and Product mix with examples.	[5] 3	2
Q.3(b)	What strategies a firm should adopt at the maturity stage of Product life cycle ?	[5] 3	5
Q.4(a)	Explain the various functions of Marketing / distribution channel.	[5] 4	4
Q.4(b)	If you are a marketing Manager of a consumer durable company which kind of distribution channel you will design and why?	[5] 4	6
Q.5(a)	Explain the concept of BCG Matrix with the help of suitable diagram.	[5] 5	4
Q.5(b)	Explain the role of digital marketing in any business.	[5] 5	3

:29/04/2025:E