

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2025)

CLASS: BBA/IMBA
BRANCH: MANAGEMENT

SEMESTER : II
SESSION : SP/2025

SUBJECT: MN114 MARKETING MANAGEMENT

TIME: 2 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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|--------|---|-----|-----|
| Q.1(a) | Differentiate between the concepts of Marketing and Selling. | [2] | 1 2 |
| Q.1(b) | How Macro environmental factors influences the business ? Explain | [3] | 1 5 |
| Q.2(a) | Define the term Need, Want and Demand | [2] | 1 4 |
| Q.2(b) | Explain the significance of studying Marketing Management for any business. | [3] | 1 3 |
| Q.3(a) | What do you understand by Market Segmentation ? Explain with examples. | [2] | 2 2 |
| Q.3(b) | Discuss the various attributes of effective Market Segmentation. | [3] | 2 4 |
| Q.4(a) | Explain the concept of Market Positioning, | [2] | 2 4 |
| Q.4(b) | “Proper Market segmentation provides direction for any business”. Discuss | [3] | 2 6 |
| Q.5(a) | Define the term Product with example. | [2] | 3 1 |
| Q.5(b) | Explain the various types / levels of Product. | [3] | 3 4 |

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