

D 125440

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Name.....

Reg. No.....

**SECOND SEMESTER M.B.A. DEGREE (2024 SCHEME) REGULAR
EXAMINATION, JULY 2025**

M.B.A. (CUCSS)

BUS2C09—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 60 Marks

Part A*Answer all questions, each carries 2 marks.*

1. Explain the internal marketing environment.
2. What is organizational buying ?
3. Explain the positioning in marketing.
4. Explain the promotion mix.
5. Define the societal marketing.

(5 × 2 = 10 marks)

Part B*Answer any four questions from this part.
Each question carries 4 marks.*

6. Compare the micro and macro marketing environment.
7. Elaborate on the consumer buying process.
8. Describe the steps in marketing research.
9. Analyze the different distribution strategies.
10. Examine the different sales promotion tools.
11. Explain the factors to be considered in marketing of services.

(4 × 4 = 16 marks)

Part C*Answer any three questions from this part.
Each question carries 8 marks.*

12. Critically evaluate how the environment impacts marketing efforts.
13. Analyze the different stages in consumer adoption process.

Turn over

14. Examine the relevance of different positioning techniques.
15. Demonstrate how the media planning is key to marketing success.
16. Examine the different marketing control techniques.

(3 × 8 = 24 marks)

Part D (Compulsory Question, 10 marks)

17. Kurukshetra Trust wants to start a self financing college under Calicut University. They want to position the college as an institution moulding global citizens. You have been hired to help them to prepare a marketing plan. Create a marketing plan emphasizing various components of the plan.

(10 marks)