



**I Semester M.B.A. Examination, May/June 2023  
(CBCS)**

**MANAGEMENT**

**1.5 : Marketing Management**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any five** questions, **each** carries **5** marks.

**(5×5=25)**

1. Explain the steps involved in new product development process.
2. Bring out the implications of CSR to the millennial firms.
3. “Marketing is beyond sales and purchases”. Discuss with appropriate justifications.
4. What is price ? Explain the steps involved in price setting.
5. Explain the role of integrated marketing communications to modern marketing firms.
6. Define services. Explain in brief the characteristics of services.
7. Explain the steps involved in the buying decision process.

**SECTION – B**

Answer **any three** questions, **each** carries **10** marks.

**(10×3=30)**

8. Explain the product life cycle and its strategies in detail with examples.
9. Explain the classification of products in detail with appropriate examples.
10. Explain the components of the marketing environment in detail.
11. Explain the different company orientations towards market place with appropriate examples.

P.T.O.



## SECTION – C

**Compulsory question.****(15×1=15)**

12. Case study.

The Indian teenage consumers are open to several global brands across countries. Brands have also leveraged the Indian market for improving market coverage and their brand presence. Several brands across sectors have realised the importance of building competitive products and services with unique features. Several restrictions imposed by the governments of foreign countries have restricted the free flow of goods and services. All thanks to LPG reforms as it has enabled in removal of cross border restrictions resulting in free movement of all the essential resources. Many marketers now believe that teenagers are now becoming “Global consumers” i.e., teenagers around the world are increasingly changing their consumption and purchasing pattern, specially in developing countries. Critically evaluate the following questions.

**Questions :**

- i) Explain how macro environmental factors influence the teenager’s global consumer behaviour.
- ii) How should brands cope up with this new trend in the market in order to sustain its customer base and also increase the market share ?