



**K. K. Wagh Institute of Engineering Education & Research, Nashik**  
(An Autonomous Institute From A.Y. 2022-23)

WINTER-2024	
Exam Seat No.:	
Academic Year:2024-2025	Semester:I
Class:FY MBA	Program:MBA
Branch Code:M.B.A.	Pattern:2024
Name of Course:Marketing Management	Course Code:2410502
Max. Marks:60	Duration:2.30 Hrs.

**Instructions:** Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains 2 page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.
6. Choose (a) or (b) and (c) or (d) from Question No. 3,4,5

**Marks CO**

**Question No. 1**

- 1a) Explain the Holistic Marketing Components like 1)Relationship Marketing 2)Societal Marketing 3)Internal Marketing 4)Integrated Marketing. (6) CO1

**Question No. 2**

- 2a) Explain 1)ZMOT 2)FMOT 3)SMOT 4)UMOT with neat diagrams. (6) CO2

**Question No. 3**

- 3a) Define Marketing.Explain the Marketing Mix ,all 7 in detail with examples. (8) CO3

**OR**

- 3b) Draw a table showing the following characteristics1)Sales 2)Costs 3)Profits 4)Customers 5)Competitors at all stages of PLC. (8) CO3

- 3c) Write down the Marketing Strategies adopted in all four stages of the Product Life Cycle.(PLC). (8) CO3

**OR**

- 3d) What is Product Life Cycle?Draw its figure.Explain the Customer Adoption Process which includes Innovators,Early Adopters,Majority and Laggards with diagrams. (8) CO3

**Question No. 4**

- 4a) Distinguish between Niche Marketing and Mass Marketing. (8) CO4

**OR**

- 4b) Write a note on “Types of Market Segmentation”. (8) CO4

- 4c) Write a short note on 1)Market Segmentation 2)Target Market 3)Positioning of products 4)The Full Market Segmentation Process (8) CO4

**OR**

- 4d) What does Positioning mean in Marketing?Give explanation using suitable examples.Also Mention the Importance of Positioning. (8) CO4

**Question No. 5**

5a) Distinguish between Digital Marketing and Traditional Marketing. (8) CO5

**OR**

5b) Elaborate on the O Zone(O3) Model ,the ultimate goal of Marketing 4.0 is to drive customers from Awareness to Advocacy. (8) CO5

5c) Explain the Customer Path throughout the 5 A's Framework. (8) CO5

**OR**

5d) Write a short note on 1)Affiliate Marketing 2)KPI's 3)PPC 4)Blogging (8) CO5

..... **End of question paper**.....