



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

WINTER-2025	
Exam Seat No.:	
Academic Year:2025-2026	Semester:II
Class:PG-I	Program:MBA
Branch Code:10	Pattern:2024
Name of Course:Advanced Marketing Management	Course Code:2410511
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. Q1 & Q2 are compulsory and Choose (a) or (b) and (c) or (d) from Q3,Q4 and Q5.

Marks CO

Question No. 1

- 1a) Explain the Product Line,Product Length and Product Width with a suitable example. (6) CO1

Question No. 2

- 2a) Write a short note on the given below Pricing Strategy with examples: (6) CO2
a)Skimming Pricing b)Psychological Pricing

Question No. 3

- 3a) What is a Marketing Channel?Write a note on any 6 Digital Marketing Channels. (8) CO3

OR

- 3b) Elaborate on the types of Retailers. (8) CO3
3c) Who are Wholesalers?Write a note on 3 types of Wholesalers. (8) CO3

OR

- 3d) Write a note on :1)Fullfilment Center 2)Dark Stores 3)Blockchains 4)Last Mile Delivery (8) CO3

Question No. 4

- 4a) What is Marketing Communication?Elaborate on its Role and State its Importance. (8) CO4

OR

- 4b) Elaborate on the Role of Advertising,Public Relations,Direct Marketing and Sales Promotion in Marketing Communication. (8) CO4
4c) Explain the 5M's of Advertising giving suitable examples. (8) CO4

OR

- 4d) Outline the 6 steps in Effective Marketing Communication process. (8) CO4

Question No. 5

5a) Write a short note on 1)Marketing Planning 2)Elements of Marketing Audit. (8) CO5

OR

5b) Elaborate on the Methods of Marketing Control. (8) CO5

5c) Create a Marketing Plan of a Coffee Shop in Nashik. (8) CO5

OR

5d) Create a Marketing Plan for Latest Fashion Clothing in Nashik. (8) CO5

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