



**K. K. Wagh Institute of Engineering Education and Research,
Nashik**

(An Autonomous Institute from A. Y. 2022-23)

**Marking Scheme
End-Sem Examination- Winter 2025**

Academic Year: 2025-26	Sem: II
Class: PG I	Program: MBA
Branch Code:10	Pattern: 2024
Name of Course:Advanced Marketing Management	Course Code:2410511

Q. No.	Details	Max. Marks	CO No.	BT Level
Q.1	Unit 1 (6 marks)	[6]	CO1	L1
	Explain the Product Line,Product Length and Product Width with a suitable example. (2 marks for each explanation)			
Q.2	Unit 2 (6 marks)	[6]	CO2	L2
	Write a short note on the given below Pricing Strategy with examples: a)Skimming Pricing b)Psychological Pricing (3 marks for each strategy)			
Q.3	a)What is a Marketing Channel?Write a note on any 6 Digital Marketing Channels. (8 marks) (2 marks for first question),(1 mark for each channel)	[16] 8+8 Or 10+6	CO3	L3
	OR b)Elaborate on the types of Retailers. (8 marks) (1 marks for expalination of each type)			
	c) Who are Wholesalers?Write a note on 3 types of Wholesalers (8 marks),(2 marks for first question), (2 marks for explaining each type of wholesaler)		CO3	L3
	OR d)Write a note on :1)Fullfilment Center 2)Dark Stores. 3)Blockchains 4)Last Mile Delivery (8 marks) ,(2 marks for each)			
Q.4	a)What is Marketing Communication?Elaborate on its Role and State its Importance. (8 marks) (2 marks for first question),(3 marks for role),(3 marks for importance)	[16] 8+8 Or 10+6	CO4	L4
	OR b)Elaborate on the Role of Advertising,Public Relations,Direct Marketing and Sales Promotion in Marketing Communication. (8 marks) (2 marks for each point)			



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	c) Explain the 5M's of Advertising giving suitable examples. (8 marks), (1.5 mark for each point) OR d) Outline the 6 steps in Effective Marketing Communication process. (8 marks), (1.5 marks for each)		CO4	L4
Q.5	a) Write a short note on 1) Marketing Planning 2) Elements of Marketing Audit (8 marks), (4 marks each note) OR b) Elaborate on the Methods of Marketing Control (8 marks), (2 marks for each point)	[16]	CO5	L5
	c) Create a Marketing Plan of a Coffee Shop in Nashik (8 marks) (1 mark for each point) OR d) Create a Marketing Plan for Latest Fashion Clothing in Nashik. (8 marks), (1 mark for each point)	8+8 Or 10+6	CO5	L5