



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:I
Class:PG-I	Program:MBA
Branch Code:10	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. Q1 & Q2 are compulsory and Choose (a) or (b) and (c) or (d) from Q3,Q4 and Q5.

Marks CO

Question No. 1

- 1a) Define Marketing.Explain briefly any 5 duties of a Marketing Manager. (6) CO1

Question No. 2

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

Question No. 3

- 3a) What are 7 P's of Marketing.Investigate the use of each in detail with examples. (8) CO3

OR

- 3b) The different elements of a marketing mix work in conjunction with one another with the ultimate purpose of generating higher sales.Analyse in detail supporting the above statement with suitable examples. (8) CO3

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

OR

- 3d) Compare and Draw a table showing the following characteristics 1)Sales 2)Costs 3)Profits 4)Customers 5)Competitors at all stages of PLC. (8) CO3

Question No. 4

- 4a) Elaborate on 1)Market Segmentation 2)Target Market 3)Positioning of products 4)The Full Market Segmentation Process. (8) CO4

OR

- 4b) Elaborate on "Types of Market Segmentation". (8) CO4

- 4c) Enlist the Benefits of Market Segmentation. (8) CO4

OR

4d) Draw a table showing the Main Evaluation Criteria for Target Market. (8) CO4

Question No. 5

5a) Assess the contrast between Digital Marketing and Traditional Marketing. (8) CO5

OR

5b) Evaluate the Key Components of Digital Marketing with suitable examples. (8) CO5

5c) Assess and Analyse the Customer Path throughout the 5 A's Framework. (8) CO5

OR

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

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