

**PARUL UNIVERSITY**  
**FACULTY OF IT & COMPUTER SCIENCE**  
**BBA/BBA(Hons)/ Int. DBA-BBA Winter 2023 – 24 Examination**

Semester:1

Subject Code: 06010101DM01

Subject Name: Marketing Management

Date: 27/01/2024

Time: 10:30am to 1:00pm

Total Marks: 60

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1	Answer the followings.		CO	PO	BT
<b>A.</b>	<b>Answer / Define the following in short.</b>	<b>(05)</b>			
	1. Define Microenvironment in Marketing.		2	1	2
	2. Briefly explain the Sales Promotion Mix.		1	1	1
	3. What is Market Segmentation?		1	2	1
	4. Define Value Proposition in Marketing.		2	2	2
	5. What is Environmental Scanning in Marketing?		1	1	1
<b>B.</b>	<b>Multiple choice type questions/ Give the sentence true or false. (Each of 01 marks)</b>	<b>(10)</b>			
	1. What is the primary focus of marketing orientation? A. Maximizing profits B. Understanding and fulfilling customer needs C. Expanding product lines D. Minimizing production costs		1	2	1
	2. Which of the following is a component of the microenvironment in marketing? A. Economic factors B. Global markets C. Political trends D. Technological advancements		1	2	2
	3. Which promotional tool involves creating a sense of urgency and immediate customer action? A. Public relations B. Advertising C. Sales promotion D. Personal selling		2	2	1
	4. What is the primary purpose of market segmentation? A. Combining diverse market segments B. Increasing overall market size C. Tailoring marketing strategies to specific target groups D. Eliminating competition		2	2	1
	5. What does a value proposition in marketing emphasize? A. Short-term profits B. Unique and compelling benefits C. Widespread market coverage D. Generic product features		2	1	1

	6. Environmental scanning only involves analyzing external factors influencing a business.  A. True B. False		2	2	2
	7. Marketing research is solely concerned with collecting data on customer preferences. A. True B. False		2	2	2
	8. A marketing channel encompasses the movement of both products and information. A. True B. False		1	2	1
	9. Psychological factors do not play a role in consumer buying behavior. A. True B. False		1	1	1
	10. SWOT analysis is a technique used for analyzing an organization's microenvironment. A. True B. False		2	2	1
<b>Q.2</b>	<b>Answer the followings. (3 Marks Questions.) (Any Five)</b>	<b>(15)</b>			
	1. Explain the concept of market segmentation and provide three examples of bases for segmenting consumer markets.		3	3	3
	2. Discuss the importance of a value proposition in marketing and how it contributes to a brand's competitive advantage.		3	2	3
	3. Describe the differences between microenvironment and macro environment in the context of marketing, providing examples for each.		3	3	3
	4. Outline the steps involved in the business buying process and discuss the factors that influence business buyer behavior.		4	3	4
	5. Elaborate on the various types of marketing channels, their functions, and the importance of channel cooperation in distribution.		2	4	4
	6. Examine the role of environmental scanning in marketing and discuss three techniques used for environmental scanning.		3	3	4
<b>Q.3</b>	<b>Answer the following. (5 Marks Questions)(Any three)</b>	<b>(15)</b>			
	1. In detail, discuss the marketing planning and implementation process. Include the steps of segmentation, targeting, and positioning.		4	4	3
	2. Examine the impact of cultural, social, and psychological factors on consumer buying behavior. Provide real-world examples to support your explanation.		3	3	3
	3. Evaluate the significance of marketing information systems (MKIS) in modern business operations. Discuss the characteristics, benefits, and types of MKIS.		3	4	4
	4. Analyze the challenges and opportunities associated with global markets. Explain how businesses can adapt their marketing strategies for international success.		4	4	4
<b>Q.4</b>	<b>Answer the following in detail.</b>				
<b>A.</b>	Explain the concept of Promotion Mix. Use relevant examples to illustrate the importance of promotion mix..	<b>(05)</b>	4	4	4
<b>B.</b>	Discuss the role of marketing channels in the distribution of products. Provide insights into the structure and design of marketing channels, and explain how	<b>(05)</b>	4	3	3

	channel cooperation, conflict, and competition impact the overall effectiveness of distribution.				
<b>B.</b>	Elaborate on the factors that influence consumer buying behavior. Discuss the characteristics, types of buying decision behavior, and the consumer buying decision process. Provide examples to illustrate the impact of these factors on purchasing decisions.	<b>(05)</b>	<b>4</b>	<b>4</b>	<b>4</b>
	<b>OR</b>				
<b>B.</b>	Elaborate the difference between Consumer buyer behavior and Business buyer behavior.	<b>(05)</b>	<b>4</b>	<b>4</b>	<b>4</b>
<b>B.</b>	Evaluate the significance of environmental scanning in marketing. Discuss the techniques used for environmental scanning, emphasizing how businesses can use this process to adapt to changes in their external environment. Provide examples to illustrate the application of environmental scanning in real-world scenarios.	<b>(05)</b>	<b>4</b>	<b>3</b>	<b>4</b>