QP Code: R253C003 | Reg. No | | | | | | | | | | | AR23

GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR
(GIET UNIVERSITY)

B. B. A (Third Semester Regular and Supplementary) Examinations, Nov., 2025

23BBAPC23003 – Marketing Management

Time: 3 hrs | Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A **(2 x 10 = 20 Marks)**

Q.1. Answer ***ALL*** questions

		CO #	Blooms Level
a.	List the core concepts of marketing.	CO1	K1
b.	State any two features of services.	CO1	K1
c.	What are the five stages of the buyer decision process?	CO2	K1
d.	Distinguish the role of initiator and influencer.	CO2	K4
e.	List the 4 Ps of marketing.	CO4	K1
f.	Differentiate the stages of idea generation and commercialization.	CO4	K4
g.	Compare price skimming and penetration.	CO5	K4
h.	Classify direct and indirect distribution.	CO5	K4
i.	What are the five Ms of advertising?	CO6	K1
j.	What is the difference between a "like" and a "share" on social media?	CO6	K1

PART – B **(8 x 5 = 40 Marks)**

Answer ***all*** the questions

		Marks	CO #	Blooms Level
2. a.	Critically examine the role of marketing management in creating value for customers and organizations.	8	CO1	K4
	(OR)			
b.	Discuss the scope and importance of marketing in this contemporary business world.	8	CO1	K2
3.a.	Describe the factors affecting the buying decision of a customer and illustrate difference between individual and group consumer behavior?	8	CO2	K2
	(OR)			
b.	Analyze the relationship between segmentation and a company's marketing strategy. Explain how market segmentation enables a business to focus its resources on specific groups and improve its return on investment (ROI).	8	CO3	K4
4.a.	Compare the 4 Ps of product marketing and 7 Ps of services marketing with suitable examples.	8	CO4	K4
	(OR)			
b.	Discuss the statement, "Expenditure on advertising is a social waste." Do you agree or disagree? Justify your answer.	8	CO4	K2
5.a.	Discuss the factors affecting the pricing decisions and elucidate the types of pricing.	8	CO5	K2

(OR)

b.	Define channels of distribution. Explain their nature and functions in marketing.	4	CO5	K2
c.	Compare the role of wholesalers and retailers.	4	CO5	K4
6.a.	How can a company effectively use different digital marketing tools, such as social media, search engine optimization (SEO), content marketing, and email marketing, to create a unified and consistent brand message? Discuss.	8	CO6	K2

(OR)

b.	Discuss the importance of adapting an IMC strategy for social media platforms. How do you ensure a consistent brand voice and message across different platforms like Instagram, TikTok, and LinkedIn?	8	CO6	K2

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