

**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET University)**



B.B.A. (Second Semester - Regular) Examinations, May - 2026

25CC202 – Marketing Management

Time: 2 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. State the importance of marketing in value creation for customers.	CO1	K1
b. Distinguish between selling concept and marketing concept.	CO1	K1
c. Identify the socio-cultural factor influencing consumer preferences .	CO2	K2
d. State the meaning of target marketing.	CO2	K1
e. Classify consumer products based on buying behaviour.	CO2	K2
f. State few objectives of packaging in marketing.	CO3	K1
g. Identify some factors influencing pricing decisions in competitive markets.	CO3	K2
h. State functions performed by marketing channels.	CO4	K1
i. Identify the features of digital marketing in modern business.	CO4	K2
j. Define marketing mix.	CO4	K1

PART – B

(8 x 5 = 40 Marks)

Answer **all** the questions

	Marks	CO #	Blooms Level
2.a. Examine the role of marketing concept in delivering customer value in a manufacturing company.	8	CO1	K4
(OR)			
b. Explain the terms B2C, B2G, B2B, C2C with suitable examples.	8	CO1	K2
3.a. Analyse the consumer buying decision process involved in purchasing a family car.	8	CO2	K2
(OR)			
b. Analyse the concept of Targeting and Positioning and describe the steps involved in selecting target markets and positioning products.	8	CO2	K4
4.a. Explain different types of products and their classification with examples.	8	CO3	K4
(OR)			
b. Describe the process of new product development and innovation in marketing.	8	CO3	K2
5.a. Analyse how Product Line and Product Mix decisions help a company expand its market coverage.	8	CO4	K2
(OR)			
b. Explain the BCG Matrix. Describe the characteristics and strategies of each category.	4	CO4	K3
c. Describe different channel levels and functions in marketing channels.	4	CO4	K3
6.a. Describe green marketing practices and their importance in sustainable development.	8	CO4	K4

(OR)

b. **Case study**

8 CO4 K3

A leading brand like **Coca-Cola** uses television advertisements, social media campaigns, influencer marketing, retail promotions and consistent brand messaging across all platforms. The company ensures that its communication remains uniform in terms of message, design and customer experience.

Question:

Analyse the concept of Integrated Marketing in the above context and explain its importance in maintaining a consistent brand image and customer relationship.

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