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

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

25MBPC203 - Marketing Management
(MBA)



Time: 3 hrs

Maximum: 60 Marks

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

PART – A

(2 x 5 = 10 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. List the 4Ps of Marketing Mix.	CO1	K1
b. What is Product Positioning?	CO2	K1
c. What is Product Life Cycle (PLC)?	CO3	K1
d. What is E-Commerce Marketing?	CO5	K1
e. What is Guerrilla Marketing?	CO6	K1

PART – B

(10 x 5 = 50 Marks)

Answer **all** questions

	Marks	CO #	Blooms Level
2. a. Explain the Bottom of the Pyramid concept with examples.	5	CO1	K2
b. Explain the concept of Marketing Myopia and its impact on business.	5	CO1	K2
OR			
c. A firm focuses heavily on pushing products to customers but experiences low repeat purchases. Questions: a) Identify the approach used by the firm. b) Explain why it is ineffective in the long run. c) Suggest a marketing-oriented solution.	10	CO1	K3
3. a. Describe the five stages of the Buyer Decision Process.	6	CO2	K2
b. Explain different types of Positioning strategies.	4	CO2	K2
OR			
c. Analyze how companies can use segmentation and positioning to gain competitive advantage.	5	CO2	K3
d. Critically analyze different positioning strategies with suitable examples.	5	CO2	K3
4. a. Explain the concept of Product and its components.	5	CO3	K2
b. Explain Product Mix and its dimensions.	5	CO3	K2
OR			
c. Discuss strategies adopted in different stages of PLC.	6	CO3	K2
d. Explain the importance of Packaging and Labeling.	4	CO4	K2
5. a. Discuss the role, functions and flows of Marketing Channels in detail.	6	CO4	K2
b. Explain Direct Marketing and its advantages.	4	CO4	K2
OR			
c. Analyze the causes of channel conflict and suggest methods for resolution.	5	CO4	K3
d. Compare and contrast Wholesaling, Retailing, and Franchising.	5	CO4	K4
6. a. Explain the elements of Promotion Mix and their integration through IMC.	5	CO5	K2
b. Discuss the concept of Green Marketing and its challenges.	5	CO6	K2
OR			
c. Critically analyze the IMC approach and its importance in modern marketing.	10	CO5	K3

End of Paper