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**GIET UNIVERSITY, GUNUPUR - 765022**  
**M. B. A (Second Semester Regular) Examinations, May – 2024**  
**23MBAPC12004 – Marketing Management**

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. What do you mean by bottom of the pyramid?	CO1	K1
b. Explain need, want and demand.	CO2	K2
c. How Kotler defines marketing?	CO3	K2
d. What are macro environment? Exemplify.	CO4	K3
e. Differentiate between Packaging vs labelling.	CO5	K3

**PART – B**

**(10 x 5 = 50 Marks)**

Answer **All** the questions

Marks	CO #	Blooms Level
10	CO1	K2
10	CO1	K2
10	CO2	K2
10	CO2	K2
10	CO3	K4
10	CO3	K4
10	CO4	K3
10	CO4	K3
10	CO5	K4
10	CO5	K4

2. a. Differentiate Selling and marketing.

(OR)

b. Discuss levels of a product with suitable examples.

3.a. How company's target their product?

(OR)

b. How company's position their product?

4.a. Outline NPD.

(OR)

b. How would you develop an Electric Vehicle as a marketer?

5.a. Discuss the functions of distribution channel.

(OR)

b. Differentiate between wholesaling and retailing.

6.a. How important is promotion in marketing? Discuss.

(OR)

b. Discuss Viral vs guerrilla marketing (With two examples)

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