
Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – December 2025
Programme Name: MBA (ITL/PSM)
Semester: I
Subject Code: PG22/21T4104
Subject Name: MARKETING MANAGEMENT

Date: 12.12.2025

Max Marks: 60

Duration: 03 Hrs

Pass Marks: 30

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. Which of the following best defines value creation in marketing?

- a) Delivering benefits that exceed customer expectations
- b) Lowering the price of the product
- c) Producing goods in large quantities
- d) Reducing production costs

2. Which of the following is a primary data collection method?

- a) Government reports
- b) Company financial records
- c) Surveys and interviews
- d) Online databases

3. A company that wants to stand out from competitors by offering superior quality, innovative features, or unique brand prestige is using which strategy?

- a) Price skimming
- b) Cost leadership
- c) Differentiation
- d) Market segmentation

4. The process of creating a unique image or identity for a product in consumers' minds is known as:

- a) Market segmentation
- b) Positioning
- c) Branding
- d) Market development

5. Examples of digital marketing include:

- a) Billboard advertising
- b) Newspaper campaigns
- c) Email and social media ads
- d) Trade fairs

6. Offering a free sample or "Buy One Get One" offer is a part of:

- a) Sales promotion
- b) Direct marketing
- c) Public relations
- d) Sponsorship

7. 'Omnichannel marketing' refers to:

- a) Using multiple unrelated brands
- b) Integrating online and offline marketing channels for a seamless experience
- c) Advertising only through social media
- d) Outsourcing marketing operations

8. 'Triple Bottom Line' in sustainable marketing refers to:

- a) Price, Product, Promotion
- b) People, Planet, Profit
- c) Cost, Competition, Convenience
- d) Brand, Budget, Benefit

9. Marketing ROI primarily measures:

- a) Customer satisfaction
- b) The return generated from marketing investments
- c) The number of salespersons employed
- d) Market share growth only

10. Which technology is often integrated with CRM for personalized marketing?

- a) Blockchain
- b) Robotics
- c) 3D Printing
- d) Artificial Intelligence (AI)

Section B

Five Questions of 02 Marks each

- 11. What do you mean by market research?
- 12. What is market segmentation?
- 13. Define Customer Relationship Management (CRM).
- 14. What do you mean by green marketing?
- 15. What is channel management in sales?

Section C

Seven Questions of 8 Marks each of which any 05 questions to be answered.

- 16. Explain in detail the difference between macro and micro environments in marketing.
 - 17. What is competitive advantage? Discuss the three types of competitive advantages.
- (4+4)

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18. Explain the stages of the Product Life Cycle (PLC) with the help of figure.
19. Explain the factors that influence ethical decision-making and judgments in business
20. What is the marketing mix? Discuss the concept of the extended Ps in marketing with the suitable examples. (4+4)
21. Discuss the growth and impact of E-commerce and social media marketing on consumer buying behaviour with examples
22. What are the Key Performance Indicators (KPIs) in marketing? Discuss their importance in performance measurement. (3+5)