

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – December 2025
Programme Name: BBA (ML)
Semester: III
Subject Code: UG32T1302
Subject Name: MARKETING MANAGEMENT

Date: 08.12.2025

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

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. The Marketing Mix refers to:

- a. A combination of production and distribution elements
- b. The set of controllable variables used by firms to influence buyers
- c. The economic environment of marketing
- d. The communication strategy

2. Which of the following is not one of the 4 Ps of Marketing?

- a. Product
- b. Price
- c. Process
- d. Promotion

3. A global marketing strategy aims to:

- a. Focus only on domestic customers
- b. Standardize marketing efforts across countries
- c. Avoid cultural adaptation

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- d. Reduce global competition
4. Consumer behaviour is the study of how individuals _____.
- Invest their savings
 - Make decisions to spend their resources on consumption
 - Produce and distribute goods
 - Save money for future use
5. Buying motives refer to _____.
- The reasons behind a consumer's purchasing decision
 - The process of comparing brands
 - Marketing strategies used by firms
 - Post-purchase evaluation
6. Pricing refers to:
- Determining product features
 - Fixing the value that customers pay for a product
 - Selecting promotional channels
 - Creating product packaging
7. Penetration pricing is adopted to:
- Maximize short-term profit
 - Attract customers through a low initial price
 - Recover research costs quickly
 - Target luxury buyers
8. Direct marketing includes:
- Selling through wholesalers
 - Reaching customers through personalized communication (e.g., emails, SMS)
 - Only social media advertisements
 - Retailing through intermediaries
9. Online marketing is characterized by:
- Limited reach
 - Face-to-face contact only
 - Use of digital platforms to promote and sell products

- d. Dependence on physical stores
- 10. Ethical marketing primarily emphasizes:
 - a. Aggressive sales strategies
 - b. Increasing advertising budgets
 - c. Price discrimination
 - d. Truthfulness, fairness, and respect for consumers

Section B

Five Questions of 02 Marks each

- 11. Differentiate between sales and marketing concept.
- 12. Define Market segmentation.
- 13. What is meant by product planning?
- 14. Explain the concept of multi-level marketing?
- 15. What is demand side marketing?

Section C

Seven Questions of 10 Marks each of which any 05 questions to be answered.

- 16. What is marketing environment. Explain controllable and uncontrollable forces in marketing environment.
- 17. Explain the elements of marketing research and what are the advantages and limitations of marketing research?
- 18. Discuss the steps involved in new product development process.
- 19. What is distribution channel? Explain types of distribution channels.
- 20. Discuss the elements of the promotional mix with the appropriate examples.
- 21. What is product life cycle (PLC)? Explain different stages of the Product life cycle?
- 22. How has marketing changed in the 21st century? Explain the importance of marketing in the context of Indian economy?

