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**School of Business****Master of Business Administration MBA Dual Specialization  
Mid Term Examination - Nov 2023****Duration : 90 Minutes  
Max Marks : 50****Sem I - D1PK101T - Marketing Management**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Marketing involves satisfaction of customers' needs. Illustrate the statement. K2 (2)
- 2) List elements of marketing plan. K1 (3)
- 3) Illustrating how marketing process guides businesses from understanding customer needs to delivering value. K2 (4)
- 4) Explain the difference between customer and consumer with examples. K2 (6)
- 5) Apply the concept of the external business environment to explain how changing consumer preferences can impact a company's product development strategy. K3 (6)
- 6) Identify a business example from your experience where a company suffered from marketing myopia by focusing too narrowly on its product rather than broader customer needs. K3 (9)
- 7) Examine the concept of the BCG Matrix and explain how it helps businesses categorize their products based on market share and growth rate. K4 (8)
- 8) Analyze the impact of regulatory and legal factors on business operations and decision-making within the external environment. K4 (12)

**OR**

Analyze how the marketing mix elements (product, price, place, promotion) work together to create a comprehensive marketing strategy for a new smartphone in a competitive market. K4 (12)