
Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – June 2026
Programme Name: BBA (ML)
Semester: II
Subject Code: UG32T2202
Subject Name: MARKETING MANAGEMENT

Date: 03.06.2026

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 concept focuses on:
 - a. Selling what is produced
 - b. Producing what is sold
 - c. Customer needs and satisfaction
 - d. Profit through volume
 2. Which of the following is a micro-environment factor?
 - a. Political environment
 - b. Economic conditions
 - c. Suppliers
 - d. Technology
 3. Consumer behaviour refers to:
 - a. Production of goods
 - b. Study of how individuals select and use products
 - c. Selling techniques
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d. Distribution channels

4. Age, gender, and income are part of:

- a. Geographic segmentation
- b. Psychographic segmentation
- c. Demographic segmentation
- d. Behavioral segmentation

5. The first stage of new product development is:

- a. Idea generation
- b. Test marketing
- c. Commercialization
- d. Product design

6. Skimming pricing means:

- a. Low initial price
- b. No price
- c. Fixed price
- d. High initial price

7. Promotion mix consists of:

- a. Product, Price, Place
- b. Advertising, Sales Promotion, Personal Selling, Public Relations
- c. Production and distribution
- d. None

8. Advertising is:

- a. Paid non-personal communication
- b. Personal communication
- c. Free communication
- d. Direct selling

9. Multilevel marketing is also called:

- a. Retail marketing
 - b. Network marketing
 - c. Wholesale marketing
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d. Industrial marketing

10. CRM helps in:

- TMI* a. Reducing customers *TMI*
- b. Increasing cost
- c. Reducing quality
- d. Building long-term relationships

Section B

Five Questions of 02 Marks each

- 11. What do you mean by Marketing Environment?
- 12. Define Market segmentation.
- 13. Explain Mark-up Pricing. *TMI*
- 14. Write any two functions of sales management.
- 15. What is Demand-side marketing?

Section C

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

- 16. Define marketing. Discuss the 4 Ps in the marketing mix with the appropriate examples.
- 17. What is Marketing Research? Explain the six steps in marketing research.
- TMI* 18. Discuss the various policies recognised for pricing with the appropriate examples. *TMI*
- 19. What is product life cycle (PLC)? Explain its four stages with the examples.
- 20. Explain the concept of direct marketing. Discuss its features, channels, and advantages.
- 21. Discuss any five key legal issues in marketing in the context of marketing and society.
- 22. Differentiate between old economy marketing and new economy marketing.

TMI

TMI
