

GUJARAT TECHNOLOGICAL UNIVERSITY
BBA/MBA INTEGRATED – SEMESTER 3 – EXAMINATION – SUMMER 2026

Subject Code: BB03001041

Date: 08/05/2026

Subject Name: MARKETING MANAGEMENT

Time: 02:30 PM TO 05:30 PM

Total Marks: 70

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. Use of simple calculators and non programable scientific calculators are permitted**

- Q.1** Definitions / terms / explanations / short questions based on concepts of theory/practical **14**
(a) Marketing Management.

(b) 7P'S of services marketing.
(c) Brand Equity.
(d) Segmentation.
(e) Tools of marketing promotion.
(f) Green Marketing.
(g) Promotion Mix.
- Q.2** Detail Question
(a) Explain the nature, scope, and importance of marketing. How has marketing evolved over time? **07**
(b) What is Marketing Environment? Explain the various elements of marketing environment in the Indian context. **07**

OR

(b) Describe different types of marketing such as B2C, B2B, B2G, and C2C with suitable examples. **07**
- Q.3** Detail Question
(a) "Marketing is customer-oriented and value-driven." Explain this statement with reference to core marketing concepts. **07**
(b) Explain the concept of Segmentation, Targeting, and Positioning (STP). Discuss the basis for segmenting consumer markets. **07**

OR
- Q.3** Detail Question
(a) What is Consumer Market and Business Market? Identify the points of differences between these two markets. **07**
(b) Define Consumer Behavior. Explain the major factors influencing consumer behavior in the Indian context. **07**
- Q.4** Detail Question
(a) Describe the Stimulus–Response Model of Consumer Behavior. Explain its relevance to marketers. **07**

- (b)** Explain the concept of Product Life Cycle (PLC). Discuss the marketing strategies adopted at different stages of PLC for FMCG Industry. **07**

OR

Q.4 Detail Question

- (a)** Discuss the key branding decisions involved and explain how packaging and labelling contribute to marketing effectiveness. **07**
- (b)** Describe the various pricing methods used by firms. Explain any two methods. **07**

Q.5 Detail Question

- (a)** Differentiate between wholesalers and retailers. Explain their role in marketing channels. **07**
- (b)** What is Digital Marketing? Explain its role in reaching modern consumers. **07**

OR

Q.5 Detail Question

- (a)** What is Rural Marketing? Explain the challenges and opportunities in rural markets in India. **07**
- (b)** Explain ethics and social responsibility in marketing. Why are they important for businesses? **07**

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
BBA/MBA INTEGRATED - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: BB03001041

Date: 05-12-2025

Subject Name: Marketing Management

Time: 10:30 AM to 01:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Holistic Marketing	
(b) Marketing Mix	
(c) Segmentation	
(d) Packaging and Labelling	
(e) Retailers	
(f) Green Marketing	
(g) B2G	
Q.2 (a) What is Consumer Market and Business Market? Identify the points of differences between these two markets.	07
(b) You College has decided to purchase an online class management system from Boom Inc. to conduct online classes for students. What are the steps of Business Buying that the College should follow to accomplish this task?	07
OR	
(b) Explain in detail about creating customer value with determinants of customer perceived value	07
Q.3 (a) What is segmenting? Explain the bases of segmenting consumer markets in detail.	07
(b) What is a product life cycle? Explain how does the product life cycle will influence the marketing mix decisions?	07
OR	
(a) Explain in detail new product development process of fitness tracker.	07
(b) Write a detailed note on Product Mix decisions.	07
Q.4 (a) What are some of the price adaptations and strategies used by marketers to remain competitive in the market place using pricing as a tool?	07

(b) What is marketing channel? Explain functions and level of Marketing channel? **07**

OR

(a) Explain any two promotional tools in details with examples **07**

(b) What is retailing and wholeselling? Differentiate between both of them **07**

Q.5 (a) Explain the unique characteristics of services and discuss how these characteristics influence the formulation of marketing strategies for service firms. **07**

(b) Describe in detail the 7 Ps of Service Marketing Mix. **07**

OR

(a) Write a short note on : **07**

a) E-commerce

b) Digital Marketing

(b) What is rural marketing? Explain factors affecting rural marketing in India **07**
