



**MBA DEGREE EXAMINATIONS: NOV/DEC 2023**

(Regulation 2021)

First Semester

**MASTER OF BUSINESS ADMINISTRATION**

P21MBC1108: Marketing Management

**COURSE OUTCOMES**

**CO1:** Understanding Marketing Management

**CO2:** Managing customer relationships

**CO3:** Design, Launch and Management of Market Offerings

**CO4:** Applying Strategies – The Art and Science of STP

**CO5:** Leveraging Metrics for Marketing decisions

**Time: Three Hours**

**Maximum Marks: 100**

**PART A (Case Study) (1Q x 20 Marks = 20 Marks) Compulsory**

- 1 Medical tourism is a growing sector in India. The main reason that attracts medical value travel to India is cost -effectiveness and treatment from accredited facilities at par with developed countries at much lower cost . Indian hospitals offer a wide variety of procedures at about one - tenth the cost of similar procedures in the United States. CO3 [K<sub>3</sub>]

(Q) Develop 7Ps of Marketing Mix strategy for attracting medical tourists for a leading hospital group

**PART B (4Q x 8 Marks = 32 Marks) Answer any 4 Questions only**

- 2 What are Buying Motives & its Types? CO2 [K<sub>2</sub>]
- 3 Analyze Market Segmentation CO4 [K<sub>4</sub>]
- 4 What is Target Market Selection & its approaches? CO4 [K<sub>1</sub>]
- 5 Explain Positioning & its Strategies in detail CO4 [K<sub>4</sub>]
- 6 Elaborate Customer Retention CO2 [K<sub>6</sub>]

**Part – C (3Qx16 Marks = 48 marks) Answer Any 3 Questions only**

7	Explain Holistic Marketing Dimensions	CO1 [K <sub>3</sub> ]
8	Examine Marketing Environment with its components.	CO1 [K <sub>4</sub> ]
9	Explain Branding & its Strategies in detail?	CO1 [K <sub>5</sub> ]
10	Evaluate Customer Lifetime value aspects in detail	CO5 [K <sub>5</sub> ]

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