



**MBA DEGREE EXAMINATIONS: JAN 2023**

(Regulation 2022)

First Semester

**MASTER OF BUSINESS ADMINISTRATION – PROJECT MANAGEMENT**

P22MPF1904- Marketing for Managers

**COURSE OUTCOMES**

**CO1:** Demonstrate an understanding of Marketing conceptual framework.

**CO2:** Interpret the various issues and deliverables in a marketing environment

**CO3:** Display ability to examine different types of marketing processes in a project organization.

**Time: Two Hours**

**Maximum Marks: 50**

**PART A (Case Study) (1Q x 18 Marks = 18 Marks) Compulsory**

- 1 Mr.Saju owns a book selling retail stores in 3 places in a metro city. He started his business venture in the year 2012 by investing Rs. 14,00,000 as his initial investment and established his second store in the same city in the year 2015. The retail store holds categories of books, stationery, accessories, gift items etc. The uniqueness of the store is tagged as ‘One stop shop to enhance knowledge’. The store got promoted by the way they served the items in no time. What not under the listed category made them go for their third store in the same city in 2017. The turnover of the company subsequently grew up and Mr. Saju is proposing to move forward and make proper investments in his next business. Mr.Saju needs a consultancy who can address him on
- CLO3 [K<sub>3</sub>]
1. Explain the types of orientations and level of service. Identify the type of orientation and service level his present business is holding now. Identify and explain how Mr.Saju could Leverage on the reputation he has gained through his existing stores.
  2. Construct the market share and market growth matrix for Mr. Saju and propose to him a few investment strategies.

**PART B (2Q x 4 Marks = 08 Marks) Answer any 2 Questions**

- 2 Explain the concepts of Gantt Chart and Timeline schedule. CLO1 [K<sub>5</sub>]
- 3 Evaluate the importance of negotiation and service level agreements in project marketing. CLO3 [K<sub>5</sub>]
- 4 Compare and scan the marketing environment. CLO2 [K<sub>5</sub>]

**PART C (3Qx8 Marks = 24 marks) Answer Any 3 Questions**

- 5 Critically evaluate the objectives of the various methods of pricing. CLO2 [K<sub>5</sub>]

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| 6 | Evaluate the importance of the components of business environment in marketing projects. | CLO2 [K5] |
| 7 | Explain the steps in resource allocation in project management.                          | CLO3 [K5] |
| 8 | Explain the steps in planning for a project marketing program.                           | CLO2 [K5] |

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