



MBA DEGREE EXAMINATIONS: APRIL / MAY 2023

(Regulation 2021)

First Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBC1108 / P21MBM1507: Marketing Management

COURSE OUTCOMES

- CO1:** Demonstrate a conceptual knowledge in the functional areas of marketing management and its application on business ventures.
- CO2:** Explain how marketing creates value for the consumer and managing customer relationships.
- CO3:** Design marketing plans using appropriate STP and Marketing Mix elements.
- CO4:** Apply skills to identify and resolve issues related to marketing management quantitatively.

Time: Two Hours

Maximum Marks: 50

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

- 1 Madura Pharma holds 2,34,543 customers for their 12 branches established in the city. The total customer size of the geographical location is 34,23, 675. The total revenue generated by Madura for one year is Rs. 2,34,98,700/- and the pharma industry holds a revenue of Rs.24,56,87,870/- for the geography. Madura earns a margin of Rs.1000/- per year on a single drug and the retention proposed is 65% with a discount rate of 6%. CLO4 [K₅]
- Calculate the following for Madura Pharma:
1. Customer lifetime value
 2. Customer Retention rate
 3. Unit Market share

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

- 2 Compare corporate branding with private branding. CLO1 [K₂]
- 3 Explain the core philosophies of marketing. CLO1 [K₂]
- 4 Define Penetration pricing, bundle pricing and psychological pricing. CLO1 [K₁]

Part – C (3Qx8 Marks = 24 marks) Answer Any 3 Questions

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| 5 | Explain in detail about the different types of new products and steps in designing a new product. | CLO2 [K ₅] |
| 6 | Explain in detail about the different levels of Channel flow for distribution of banking products and services. | CLO1 [K ₅] |
| 7 | Construct customer profile using segmentation factors for a stationary brand in the market. | CLO3 [K ₃] |
| 8 | Evaluate the different types of promotion strategies adopted in business | CLO1 [K ₅] |
