



MBA DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2021)

First Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBC1108: 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. KFC is the world's largest fast-food chicken chain, serving more than 12 million customers at more than 4,600 restaurants in the United States and more than 18,000 restaurants in 120 countries and territories around the world. The company is world famous for its Original Recipe fried chicken—made with the same secret blend of 11 herbs and spices Colonel Harland Sanders perfected more than a half-century ago. KFC has become one of the world's biggest global brands by adapting its products appropriately and overcoming any local market obstacles. CO4 [K₆]
- a. Discuss how a company should decide which market to enter.
- b. Discuss why Evaluating potential market is necessary for a company.

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

2. List down the 7Ps of marketing. CO1 [K₁]
3. What are the various marketing concepts? CO1 [K₁]
4. Explain Positioning in Branding. CO1 [K₂]

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

5. Explain in detail about the Holistic Marketing dimensions. CO2 [K₂]
6. How are market segments selected? CO2 [K₂]
7. Explain Market share and its impact in business. CO2 [K₂]
8. What is customer retention and why it is important for business? CO2 [K₁]
