



MBA DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2022)

First Semester

MBA – 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: Three Hours

Maximum Marks: 100

PART A (Case Study) (1Q x 16 Marks = 16 Marks) Compulsory

1. Ms. Meera founded a startup business in preparing instant food and do online deliveries in the year 2021 after pandemic. Now she owns 3 retail outlets in 3 places in a city in addition to her online business. She started her business venture with an initial crowd fund of Rs. 8 lakhs. The capital was used to build an app and build infrastructure for cooking. The retail outlet holds categories of beverages, instant food, fast food, ready to cook and traditional food etc. The uniqueness of the outlet is tagged for its USP. The store got promoted by the way they served the food fresh and in a short lean timing. The scope for food products pushed them forward to expand their fourth store in the year 2023. The startup company subsequently leveraged their brand names and Ms. Meera wishes to diversify or expand her business. CO3 [K₆]
1. As a strategic consultant create an awareness to Ms. Meera on the types of orientation or /Philosophies available in the market for Ms.Meera.
 2. How could Ms.Meera leverage the brand reputation her brand has gained through her existing stores? Build a market plan to improve market share and market growth.

PART B (10Q x 2 Marks = 20 Marks)

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| 2. List the 5Ps in marketing with respect to project management. | CO1 | [K ₁] |
| 3. Classify the roles of an in-house project marketing manager. | CO2 | [K ₂] |
| 4. Explain Gantt Chart. | CO1 | [K ₂] |
| 5. Explain the steps of resource allocation in project management. | CO2 | [K ₂] |
| 6. List the components economic factors in PESTLE. | CO2 | [K ₁] |
| 7. Define Vendor relationship management. | CO2 | [K ₁] |
| 8. Classify the types of leads in project management. | CO3 | [K ₂] |
| 9. Analyse service level agreement. | CO1 | [K ₄] |
| 10. List down the subcategories of Cost based pricing used in project management. | CO3 | [K ₁] |
| 11. Define Point of contact in marketing. | CO2 | [K ₁] |

PART C (4Q x 16Marks = 64 Marks) Answer any 4 Questions

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| 12. Determine the importance of micro and macro business environment factors in influencing business decisions. | CO2 | [K ₅] |
| 13. Analyze the required skills, roles and responsibilities of a international marketing project manager. | CO2 | [K ₄] |
| 14. Explain the importance of pricing and the basic methods adopted by product/ brand owners. | CO2 | [K ₅] |
| 15. Strategic alliance between two companies should always be mutually beneficial to both companies. Critically evaluate the five key components involved in making a successful business alliance. | CO2 | [K ₅] |
| 16. Explain the phases of planning for a project marketing program. | CO3 | [K ₂] |
