**MBACC 103**

**M.B.A. Ist Semester (NEP) Examination, 2026**

**MOST IMPORTANT QUESTIONS 2026 – UNSOLVED MODEL PAPER**

# MARKETING MANAGEMENT

Paper : III

**Time : 3 Hours** **[ M.M. : 70**

**Note :** Answer any **five** questions. All questions carry equal marks.

**1.** Define marketing. Explain the core concepts of marketing – needs, wants, demands, value and exchange. Trace the evolution of company orientations from the production concept to the digital-first orientation. **[14]**

**2.** Explain the micro and macro marketing environment. How are AI and marketing analytics transforming marketing decisions? **[14]**

**3.** Explain Ansoff's market expansion grid and the BCG matrix with suitable examples. How do they help in formulating marketing strategy? **[14]**

**4.** What is market segmentation? Explain the bases of segmentation, the evaluation and selection of target markets, and the development of a positioning strategy. **[14]**

**5.** Explain the stages of the product life cycle and the marketing strategies appropriate at each stage. Distinguish between consumer and business markets. **[14]**

**6.** Explain cost-based, value-based and competition-based pricing. Discuss dynamic pricing, platform pricing and subscription-based pricing models. **[14]**

**7.** Explain the types and levels of distribution channels. What is omnichannel marketing? How can channel conflict be managed? **[14]**

**8.** What is Integrated Marketing Communication (IMC)? Explain the elements of the promotion mix and the role of digital marketing – SEO, SEM, social media, influencer and content marketing. **[14]**

**9.** What is marketing control? Explain annual plan, profitability, efficiency and strategic control. What is a marketing audit? Explain important marketing metrics and KPIs. **[14]**

**10.** Write short notes on any two: (a) Conversational marketing (b) Creator economy and influencer marketing (c) Green and circular economy marketing (d) Privacy-first marketing in the post-cookie world **[7+7=14]**

***** Download the LUUPDATE App: https://play.google.com/store/apps/details?id=co.george.wljpt *****