

No. of Printed Pages : 5

MMPC-006

**MANAGEMENT PROGRAMME
(MP)/MASTER OF BUSINESS
ADMINISTRATION IN HEALTH CARE
AND HOSPITAL MANAGEMENT
(MBAHCHM)/ MASTER OF BUSINESS
ADMINISTRATION (LOGISTICS &
SUPPLY CHAIN MANAGEMENT)
(MBALS)/MASTER OF BUSINESS
ADMINISTRATION (CONSTRUCTION
MANAGEMENT) (MBACN)**

Term-End Examination

December, 2025

MMPC-006 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

C-2172/MMPC-006

P. T. O.

Note : (i) Attempt any **three** questions from Section A.

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. (a) Describe the stages of the consumer buying process and explain the significance of each stage for a marketer.

(b) What are the key characteristics of organizational buying behavior and how do they impact the marketing strategies of a B2B company ?
2. (a) How do the marketing mix decisions differ significantly between the introduction and decline stages of the product life cycle ? Provide specific examples for each element of the mix.

- (b) Analyze the role of packaging as a silent salesperson, discussing its functions beyond mere protection of the product.
3. (a) As a distribution manager, you have identified a significant conflict between your company and its wholesalers. Explain the potential causes of this conflict and propose a strategy for its resolution.
- (b) What are the steps of the selling process ? Explain the importance of each step with examples.
4. Write short notes on any *three* of the following :
- (a) Cost-plus pricing *vs.* Value-based pricing

- (b) Digital Marketing
- (c) Classifications of consumer and industrial products
- (d) Steps of the marketing research process
- (e) Importance of green marketing

Section—B

5. Oleswift is a new entrant into the rapidly expanding electric vehicle market. While many companies focus on high-end electric cars, Oleswift has identified a significant gap in the market for affordable, reliable, and stylish electric cars. The company has developed a new line of cars, the "Swift Urban," and has hired you as a marketing consultant to develop a launch strategy.

Questions :

- (a) How will you segment the potential market for the Swift Urban Car ?
- (b) Which specific segments will you target and why ?
- (c) What is your positioning strategy to make the Swift Urban stand out from the competition ?

x x x x x