

Roll No. \_\_\_\_\_  
[Total no. of Questions: 10]

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**MBA (Aviation Management) (Semester – 1st)**  
**MARKETING MANAGEMENT**  
**Subject Code: MBADS-1126**  
**Paper ID: 23261106**

**Time: 3 Hours**

**Maximum Marks: 60**

**Instructions to Candidates:**

1. Section A consist of 10 compulsory short notes of 02 marks each.
2. Section B consists of Four Units (Unit-I. II. III & IV). Each Unit contains two questions of 8 marks each. Student has to attempt one question from each unit.
3. Section C (8 Marks): A short Case Study related to the syllabus.

**Section A**

**(2 marks each)**

- Q1. Attempt the following:
- a. Marketing Planning Process
  - b. Need of understanding Consumer Behaviour
  - c. Competitor analysis
  - d. 7 Ps of service marketing
  - e. Consumer Adoption Process
  - f. Unique Selling Proposition (USP)
  - g. Market Logistics
  - h. Difference between advertising and publicity
  - i. Public Relations
  - j. Viral Marketing

**Section B**

**(8 marks each)**

**UNIT-I**

- Q2. Define marketing. What are different components of marketing environment?  
Q3. Explain various factors that influence consumer buying behaviour.

**UNIT-II**

- Q4. Explain market segmentation, targeting and positioning.  
Q5. What is product life cycle? Discuss various marketing strategies during different stages of Product Life Cycle.

**UNIT- III**

- Q6. Explain the role and functions of distribution channels.  
Q7. Explain various methods of sales promotion

**UNIT-IV**

- Q8. Highlight the need and relevance of Event Marketing in current scenario.  
Q9. Write notes on the following:  
a. Green Marketing  
b. Digital Marketing

**Section C**

**(8 marks)**

- Q10. XYZ Beverage Company is a small start-up aiming to launch a new energy drink targeted towards college students. Despite having a unique formula and vibrant branding, they are struggling to gain market traction. Sales are stagnant, and consumer feedback is mixed.
- a. How can XYZ Beverage Company effectively differentiate its product in a saturated market?
  - b. What pricing strategies should they consider to remain competitive while maintaining profitability