**Roll No. _____** **[Total no. of Pages 01]**
**[Total no. of Questions: 10]**

**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