

No. of Printed Pages : 3

**MMPC-006**

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

**Term-End Examination**

**June, 2025**

**MMPC-006 : MARKETING MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :** Attempt any *three* questions from Section A. Section B is compulsory. All questions carry equal marks.

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### Section—A

1. (a) Distinguish between selling and marketing in the present context.  
(b) Elaborate the detailed elements of marketing mix with suitable examples.
2. (a) Discuss the basis of segmenting the market for (i) E-vehicle and (ii) Smart phone.  
(b) Discuss the process of organisational buying.
3. (a) What are the brands strategy available to a firm ? Examine their specific advantages and disadvantages.  
(b) How do the stages of product life cycle affect the pricing of a product ? Explain.

4. (a) “The retailing landscape has changed drastically with the advent of digital age.” Examine the statement with examples.
- (b) Examine strategies adopted for the product modification in rural markets with suitable examples.

**Section—B**

5. Describe the attribute of physical evidence in case of a Bank and a Restaurant. Examine the role of their service personnel. How can customers influence other customers in these service organisations ?

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