

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR**  
(AUTONOMOUS)

**MBA I Year II Semester Regular Examinations May-2026**

**MARKETING MANAGEMENT**

**Time: 3 Hours**

**Max. Marks: 60**

(Answer all Five Units 5 x 12 = 60 Marks)

**UNIT-I**

1 Explain the evolution of marketing concepts with suitable examples. CO1 L2 12M

**OR**

2 a Explain the role of CRM in creating customer loyalty. CO1 L2 5M

b Describe factors influencing customer satisfaction and retention. CO1 L2 6M

**UNIT-II**

3 Define consumer behavior. Explain the consumer buying decision process with a neat diagram. CO2 L1 12M

**OR**

4 a Differentiate between the consumer market and the business market. CO2 L2 6M

b Discuss the business buying process in detail. CO2 L2 6M

**UNIT-III**

5 a Explain core, actual, and augmented product. CO3 L2 6M

b Analyze the role of branding and packaging in product strategy. CO3 L4 6M

**OR**

6 a Discuss various pricing strategies adopted by firms. CO3 L1 6M

b Analyze the importance of pricing programs in marketing. CO3 L4 6M

**UNIT-IV**

7 a Define retailing. Explain the concept and functions of retailing. CO4 L2 5M

b Explain factors influencing retail location decisions. CO4 L4 7M

**OR**

8 a Explain inventory management techniques. CO4 L2 6M

b Explain the components of logistics system. CO4 L2 6M

**UNIT-V**

9 a Define sales management. Explain the meaning, nature, and scope of sales management. CO5 L1 6M

b Discuss the importance of sales management in modern organizations. CO5 L1 6M

**OR**

10 a What are quantitative sales objectives? CO6 L1 5M

b Explain different types of sales objectives. CO6 L2 6M

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