

Roll No.

**Department of Management
School of Management and Business Studies
Jamia Hamdard
MBA -Semester I**

Odd Semester Examination - December 2025

Subject Name: Marketing Management

Max. Marks: 60

Subject Code: MBA –FG-101

Time: 2.5 Hours

Attempt any Five Questions. All questions carry equal marks.

(12 x 5 = 60)

Q1: Taking any example of your choice, explain the formulation of marketing strategy. How has the brand differentiation been done?

Q2: Describe a product. Taking example from any personal care/grooming product, explain the different product levels.

Q3: Explain the different philosophies/ concepts of marketing, with relevant examples. Can all the philosophies exist together? Give reasons for your answer

Q4: Define the role of marketing in an organization. Explain the scope of marketing citing suitable examples.

Q5: You have been asked to identify various segments in the market and then potential targeting strategies. Describe the segments for a pet supply store and then justify the best targeting strategy to use.

Q6: What do you mean by product mix? Describe the product mix elements and strategies with relevant examples.

Q7: Explain the important stages of product life cycle and strategies applicable to each stage.

Q8: Describe the concept of brand and brand equity. With the help of an example of your choice, explain the challenges faced by companies in creating a brand.