



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION AUTONOMOUS

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END SEMESTER EXAMINATION – APRIL 2025 MANAGEMENT – I SEMESTER MBA 24MBA15 – MARKETING FOR CUSTOMER VALUE

Time: 3 Hours

Max. Marks: 70

Instruction: Answer should be written completely in English

SECTION - A

Answer any FIVE questions. Each question carries FIVE marks.

(5x5=25)

1. What is marketing mix? Explain its components with examples.
2. Define the concept of a product. Explain the different types of products based on their characteristics.
3. Explain Functions of distribution channels.
4. What are the components of the promotion mix? Describe each component briefly.
5. What is marketing research, and why is it important for business?
6. What are the factors that business must consider while engaging in international marketing?
7. Explain how sales promotion influences marketing strategy.

SECTION - B

Answer any THREE questions. Each question carries TEN marks.

(3x10=30)

8. Describe the concept of strategic marketing planning. How can business develop an effective marketing strategy using this planning?
9. Explain in detail the Marketing research and its techniques.
10. Describe the various types of distribution channels. How does a company decide which type of distribution channel to use for its product? Provide examples.
11. What do you understand by marketing of service? Differentiate between service marketing and product marketing.

SECTION - C

Compulsory question (Case study). The question carries FIFTEEN marks. (1x15=15)

12. GlobalTech, a technology company, is planning to expand its product line into several new international markets, including Asia and Europe. The company has limited experience with international marketing.



Situation: GlobalTech needs to adapt its marketing strategy to cater to local cultural preferences, economic conditions, and regulatory frameworks while maintaining its global brand image.

Questions:

- a) What factors should GlobalTech consider when developing international marketing strategies for new markets?
- b) How can GlobalTech adjust its product, pricing, and promotional strategies to ensure success in international markets?

