

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY/JUNE - 2026
SEMESTER - I

Sub.: Marketing Management (MBA24-104)

Date : 01/06/2026

Total Marks : 60

Time: 2.00pm to 4.30pm

- Instructions:** 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1. Write Short notes on (Any Three) (15)

1. Distribution Channels
2. Pricing Decisions
3. Marketing Mix
4. Marketing Environment
5. Product Concept

Q. 2. Answer in detail (Any One) (10)

1. Explain the Concept, Nature, Scope, and Importance of Marketing. Why is marketing crucial in modern business?
2. Discuss the Evolution of Marketing and the Marketing Concept. How has the focus shifted over time?

Q. 3. Answer in detail (Any One) (10)

1. How does STP – Segmentation, Targeting, and Positioning enhance marketing effectiveness?
2. What are Distribution Channel Intermediaries and Channel Management Decisions and its important?

Q. 4. Answer in detail (Any One) (10)

1. Elaborate how Marketing Decisions Integrate Product, Price, Place, and Promotion with Market and Environmental Analysis.
2. Write the Concept of a Product and Its Classification. Why is classification important?

Q. 5. Case study (15)

Trendy Apparel, a fashion retail chain, experienced declining market share due to online competitors offering faster delivery, personalized recommendations, and lower prices. Customer surveys revealed dissatisfaction with outdated store layouts, limited sizes, and poor promotional offers. Management plans to revamp merchandising, pricing, store experience, and promotional activities.

Questions:

1. Mention the major marketing challenges Trendy Apparel faces
2. How can product and pricing strategies help regain customer interest?
3. Suggest promotional and distribution strategies to increase competitiveness.