



LUUPDATE

Lucknow University MBA (LUMBA)

First Semester Examination, 2026

(New Syllabus w.e.f. July 2026)

QUESTION BANK

Model Question Papers - 5 Sets (Set A - Set E)

MARKETING MANAGEMENT

Paper : MBACC103 (CORE) - 4 Credits

Time : 3 Hours

Maximum Marks : 70

Answer any five questions. All questions carry equal marks.

Unit	Topic Coverage
I	Meaning, Scope, Nature & Importance of Marketing; Core Concepts - Needs, Wants, Demands, Value, Exchange; Company Orientations; Value Creation in the Platform Age; Marketing Environment; Marketing Analytics & AI; Sustainable Marketing
II	Ansoff Matrix; BCG Matrix; Market Segmentation, Targeting & Positioning; AI-Powered Segmentation; Consumer vs Business Markets; Product Classification & Product Life Cycle
III	Pricing Strategies - Cost, Value & Competition Based; Price Elasticity; Arthashastra's Pricing Framework; Adapting the Price; Platform, Subscription & Usage-Based Pricing; AI-Driven Dynamic Pricing
IV	Distribution Channels & Channel Design; Omnichannel Marketing; Channel Conflict; Integrated Marketing Communication; Advertising, Promotion, PR & Personal Selling; Digital Marketing & Marketing Automation
V	Marketing Audit & Control; Marketing Metrics, KPIs & Attribution Analytics; Conversational Marketing; Influencer & Creator Economy; Metaverse Marketing; Green & Circular Economy Marketing; Relationship Marketing & AI-Driven CRM; Privacy-First Marketing

This question bank contains five model question papers (Set A to Set E), each with ten unified 14-mark questions balanced across all five units of the syllabus, prepared for practice ahead of the LUMBA First Semester Examination.

Compiled for internal examination preparation and practice.

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LUMBA First Semester Examination, 2026

(New Syllabus w.e.f. July 2026)

MARKETING MANAGEMENT

Paper : MBACC103 (CORE)

[SET - A]

Time : 3 Hours]

[M.M. : 70

Note :- Answer any five questions. All questions carry equal marks.

Q.1. Explain the meaning, scope, nature and importance of marketing, and discuss the recent trends that are reshaping marketing practice in the digital age. **[14]**

Q.2. Distinguish between the core marketing concepts of needs, wants, demands, value and exchange, and explain how an understanding of these concepts helps a firm design its marketing offering. **[14]**

Q.3. Explain Ansoff's Market Expansion Grid and discuss, with suitable examples, the four growth strategies it identifies for a firm. **[14]**

Q.4. Explain the BCG Matrix and discuss how a firm can use it to allocate resources among its different products or business units. **[14]**

Q.5. Discuss the cost-based, value-based and competition-based approaches to developing a pricing strategy, bringing out the circumstances in which each approach is most suitable. **[14]**

Q.6. Explain the concept of price elasticity of demand and discuss its implications for pricing decisions taken by a firm. **[14]**

Q.7. Explain the types and levels of distribution channels and discuss the factors a firm should consider while designing a channel structure. **[14]**

Q.8. Discuss the channel design decision involving direct, indirect, hybrid and digital channels, bringing out the advantages and limitations of each option. **[14]**

Q.9. Discuss the concept of marketing audit and control, distinguishing between efficiency control, strategic control and profitability control. **[14]**

Q.10. Explain the important marketing metrics and KPIs used by firms to evaluate the performance of their marketing programmes. **[14]**

16302

LUMBA First Semester Examination, 2026

(New Syllabus w.e.f. July 2026)

MARKETING MANAGEMENT

Paper : MBACC103 (CORE)

[SET - B]

Time : 3 Hours]

[M.M. : 70

Note :- Answer any five questions. All questions carry equal marks.

Q.1. Compare the production, product, sales, marketing and societal orientations followed by companies over time, and discuss what a digital-first orientation adds to this evolution. **[14]**

Q.2. Discuss how value is created and delivered to customers in the platform age, bringing out the differences between traditional value delivery and platform-based business models. **[14]**

Q.3. Discuss the bases and criteria used for market segmentation and explain how AI-powered techniques are improving the accuracy of customer segmentation. **[14]**

Q.4. Explain the process of market targeting, including the evaluation and selection of target segments, and discuss the factors a firm should consider while choosing a targeting strategy. **[14]**

Q.5. Explain the Arthashastra's pricing framework and discuss its relevance, if any, to modern pricing philosophy and practice. **[14]**

Q.6. Discuss the various methods of adapting price, such as geographical, psychological, promotional and dynamic pricing, with suitable examples of each. **[14]**

Q.7. Explain the concept of omnichannel marketing and discuss how a firm can deliver a seamless customer experience across multiple touchpoints. **[14]**

Q.8. Discuss the causes of channel conflict and examine the methods available to a firm for managing conflict among its distribution channel members. **[14]**

Q.9. Discuss the concept of marketing mix modelling and attribution analytics, and explain how they help a firm measure the effectiveness of its marketing spend. **[14]**

Q.10. Explain conversational marketing and discuss the role of tools such as the WhatsApp Business API and AI chatbots in engaging customers. **[14]**

16303

LUMBA First Semester Examination, 2026

(New Syllabus w.e.f. July 2026)

MARKETING MANAGEMENT

Paper : MBACC103 (CORE)

[SET - C]

Time : 3 Hours]

[M.M. : 70

Note :- Answer any five questions. All questions carry equal marks.

- Q.1.** Explain the micro and macro components of the marketing environment and discuss how a firm should monitor and respond to changes in each. **[14]**
- Q.2.** Discuss the role of marketing analytics and artificial intelligence in modern marketing decision making, with suitable examples of their application. **[14]**
- Q.3.** Discuss the process of developing and communicating a positioning strategy, and explain the role of a value proposition in effective positioning. **[14]**
- Q.4.** Distinguish between consumer markets and business markets, and discuss the implications of these differences for marketing strategy. **[14]**
- Q.5.** Discuss how a firm should respond to a price change initiated by a competitor, and examine the factors that should guide such a response. **[14]**
- Q.6.** Explain platform pricing along with subscription-based and usage-based pricing models, and discuss the circumstances in which each model is appropriate. **[14]**
- Q.7.** Explain the Integrated Marketing Communication (IMC) model and discuss why coordination among promotional tools is important for effective communication. **[14]**
- Q.8.** Distinguish between advertising, sales promotion, public relations, direct marketing and personal selling as tools of the promotion mix. **[14]**
- Q.9.** Discuss the growth of the influencer and creator economy and examine its implications for a firm's marketing strategy. **[14]**
- Q.10.** Explain the concept of metaverse marketing and discuss the opportunities and challenges it presents for brands. **[14]**

16304

LUMBA First Semester Examination, 2026

(New Syllabus w.e.f. July 2026)

MARKETING MANAGEMENT

Paper : MBACC103 (CORE)

[SET - D]

Time : 3 Hours]

[M.M. : 70

Note :- Answer any five questions. All questions carry equal marks.

Q.1. Explain the concept of sustainable marketing and discuss why purpose-driven brands are gaining importance among contemporary consumers. **[14]**

Q.2. Distinguish between the micro-environment and macro-environment of marketing, and examine how each set of forces affects a company's marketing strategy. **[14]**

Q.3. Explain the bases used to classify products and discuss how product classification influences a firm's marketing mix decisions. **[14]**

Q.4. Explain the concept of the Product Life Cycle and discuss the marketing strategies appropriate at each stage of the cycle. **[14]**

Q.5. Discuss how artificial intelligence enabled A/B testing is used for dynamic pricing optimization, and examine its advantages over traditional pricing methods. **[14]**

Q.6. Distinguish between cost-based pricing and value-based pricing, and discuss which approach is more suitable for a firm launching an innovative new product. **[14]**

Q.7. Discuss the major components of digital marketing, such as SEO, SEM, social media marketing, influencer marketing and content marketing, bringing out how each contributes to a firm's communication strategy. **[14]**

Q.8. Explain the concept of marketing automation and discuss how it helps a firm improve the efficiency and effectiveness of its marketing communication. **[14]**

Q.9. Discuss the concepts of green marketing and circular economy marketing, and examine why firms are increasingly adopting these approaches. **[14]**

Q.10. Explain the concept of relationship marketing along with the idea of Rijugrahaka, or loyal customer cultivation, and discuss the role of AI-driven CRM in building long-term customer relationships. **[14]**

16305

LUMBA First Semester Examination, 2026

(New Syllabus w.e.f. July 2026)

MARKETING MANAGEMENT

Paper : MBACC103 (CORE)

[SET - E]

Time : 3 Hours]

[M.M. : 70

Note :- Answer any five questions. All questions carry equal marks.

Q.1. Discuss the changing role and scope of marketing in the current business environment, highlighting how digital technologies and AI are transforming traditional marketing functions. **[14]**

Q.2. Explain the interrelationship among needs, wants and demands, and discuss how marketers convert latent needs into effective market demand through value-based offerings. **[14]**

Q.3. Discuss how the BCG Matrix and Ansoff's Market Expansion Grid can be used together by a firm to formulate a comprehensive growth and portfolio strategy. **[14]**

Q.4. Explain the criteria for effective market segmentation and discuss how a firm evaluates and selects the most attractive segments to target using both traditional and AI-driven approaches. **[14]**

Q.5. Discuss the psychological and promotional pricing methods used by retailers, and examine how these methods influence consumer purchase decisions. **[14]**

Q.6. Explain the concept of dynamic pricing and discuss the role of price elasticity of demand and AI-based testing in setting dynamic prices for a subscription-based service. **[14]**

Q.7. Discuss how omnichannel marketing differs from traditional multichannel marketing, and examine the challenges a firm faces in managing channel conflict in an omnichannel environment. **[14]**

Q.8. Explain how digital marketing tools such as SEO, SEM and influencer marketing can be integrated within the IMC framework to create a cohesive marketing communication programme. **[14]**

Q.9. Discuss the concept of privacy-first marketing in the post-cookie world and examine the challenges it poses for targeted advertising. **[14]**

Q.10. Distinguish between efficiency control, strategic control and profitability control as forms of marketing audit, and discuss how marketing metrics and attribution analytics support each type of control. **[14]**