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University of Lucknow MBA (DOC)

First Semester Examination, 2026

QUESTION BANK

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

MARKETING MANAGEMENT

Paper : MBA(F&A)CC-103 (CORE)

Time : 3 Hours	Maximum Marks : 70

Answer any five questions. All questions carry equal marks.

Unit	Topic Coverage
I	Marketing - meaning, evolution, scope, core concepts, company orientations, Green Marketing and ethics; Marketing Environment; Industrial vs Consumer Markets; Segmentation and Targeting
II	Product Strategy - levels, classification, differentiation, product mix, PLC, product hierarchy and lines; Pricing - role, factors, objectives, methods, product mix and new-product pricing, price adjustment strategies
III	Integrated Marketing Communications, Promotion Mix, Effective Communications; Marketing Channels - importance, development, role, intermediaries; CRM
IV	Digital Marketing - meaning, need, scope, history, approaches, good practices; Digital Marketing Mix - online advertising, lead generation, social media, content and copywriting; Influencer Marketing
V	Email Marketing, MailChimp; Mobile Marketing (B2B/B2C); Blogs - personal and corporate, platforms, tags, widgets, Blog Optimization and Blog Stats

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 University of

Lucknow MBA (DOC) First Semester Examination.

Compiled for internal examination preparation and practice.
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16901

MBA (DOC) First Semester Examination, 2026

MARKETING MANAGEMENT

Paper : MBA(F&A)CC-103 (CORE)

[SET – A]

Time : 3 Hours] [M.M. : 70

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

Q.1. Explain the meaning and definition of marketing, and trace the evolution of the marketing concept from the production era to the modern societal marketing era. **[14]**

Q.2. Discuss the scope of marketing and explain the core marketing concepts such as needs, wants, demands, value, satisfaction and exchange. **[14]**

Q.3. Explain the different levels of a product - core benefit, basic product, expected product, augmented product and potential product - with suitable examples. **[14]**

Q.4. Discuss the various bases used for classifying products, distinguishing between durable and non-durable goods, and between consumer goods and industrial goods. **[14]**

Q.5. Explain the concept of Integrated Marketing Communications (IMC) and discuss its importance in developing a coordinated promotional programme. **[14]**

Q.6. Discuss the various elements of the promotion mix - advertising, personal selling, sales promotion, public relations and direct marketing - and explain the factors that influence the selection of an appropriate promotion mix. **[14]**

Q.7. Explain the meaning, definition and need for Digital Marketing (DM), and discuss the scope of Digital Marketing in the present-day business environment. **[14]**

Q.8. Trace the history and evolution of Digital Marketing, and discuss the various concepts and approaches to Digital Marketing adopted by firms. **[14]**

Q.9. Explain the need for Email Marketing and discuss the various types of emails used by firms in their marketing communication. **[14]**

Q.10. Discuss the various options available in Email advertising, and explain the key features of MailChimp as an email marketing platform. **[14]**

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MBA (DOC) First Semester Examination, 2026

MARKETING MANAGEMENT

Paper : MBA(F&A)CC-103 (CORE)

[SET – B]

Time : 3 Hours] [M.M. : 70

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

Q.1. Explain the various company orientations towards the marketplace - the production concept, product concept, selling concept, marketing concept and societal marketing concept - bringing out the differences among them. **[14]**

Q.2. Explain the meaning and importance of Green Marketing, and discuss the ethical issues and challenges that a firm faces while practising marketing in a competitive environment. **[14]**

Q.3. Explain the concept of product differentiation and discuss the various means by which a firm may differentiate its market offering from that of its competitors. **[14]**

Q.4. Discuss the elements of the product mix and explain the concepts of product line length, product mix width, depth and consistency with suitable examples. **[14]**

Q.5. Explain the steps involved in developing effective marketing communications, from identifying the target audience to collecting feedback. **[14]**

Q.6. Explain the concept and importance of marketing channels, and discuss the functions performed by channel members in bridging the gap between producers and consumers. **[14]**

Q.7. Discuss, with suitable examples, some good practices followed by firms in Digital Marketing, and explain the lessons that other organisations may draw from them. **[14]**

Q.8. Explain the concept of the Digital Marketing Mix and discuss the role of Online Advertising as one of its important elements. **[14]**

Q.9. Explain the meaning and importance of Mobile Marketing, and give an overview of Mobile Marketing in the context of B2B and B2C businesses. **[14]**

Q.10. Discuss the meaning and importance of blogs as a digital marketing tool, and distinguish between personal blogs and corporate blogs. **[14]**

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MBA (DOC) First Semester Examination, 2026

MARKETING MANAGEMENT

Paper : MBA(F&A)CC-103 (CORE)

[SET – C]

Time : 3 Hours] [M.M. : 70

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

Q.1. Describe the components of the marketing environment - the microenvironment and the macroenvironment - and discuss how each influences a firm's marketing decisions. **[14]**

Q.2. Distinguish between Industrial (Business) Markets and Consumer Markets, bringing out the differences in buying behaviour, buyer-seller relationships and decision-making processes. **[14]**

Q.3. Explain the concept of the Product Life Cycle (PLC) and discuss the marketing strategies appropriate to each stage of the cycle - introduction, growth, maturity and decline. **[14]**

Q.4. Discuss the concepts of product hierarchy, product system and product line analysis, and explain their significance for effective product management. **[14]**

Q.5. Discuss the various factors that influence channel development, and explain the role played by marketing channels in creating time, place and possession utility. **[14]**

Q.6. Explain the various types of channel intermediaries, such as wholesalers, retailers, agents and distributors, bringing out the characteristics that distinguish each type. **[14]**

Q.7. Explain the concept and importance of Lead Generation in Digital Marketing, and discuss the various methods used by firms to generate leads online. **[14]**

Q.8. Discuss the meaning, scope and growing importance of Social Media Marketing as a tool of Digital Marketing. **[14]**

Q.9. Discuss some of the popular blog platforms used by marketers, and explain the criteria a firm should consider while choosing a suitable platform. **[14]**

Q.10. Explain the meaning and role of tags and widgets in blogging, and discuss how they contribute to improving a blog's visibility and usability. **[14]**

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MBA (DOC) First Semester Examination, 2026

MARKETING MANAGEMENT

Paper : MBA(F&A)CC-103 (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 market segmentation and discuss its importance to a firm in designing an effective marketing programme. **[14]**

Q.2. Discuss the various bases used for segmenting consumer markets, such as geographic, demographic, psychographic and behavioural segmentation, with suitable examples. **[14]**

Q.3. Explain the role and importance of pricing in the marketing mix, and discuss the various factors, both internal and external, that influence a firm's pricing decisions. **[14]**

Q.4. Discuss the various objectives that a firm may pursue while setting the price of its product, such as survival, profit maximisation, market share leadership and product quality leadership. **[14]**

Q.5. Discuss the meaning and importance of Customer Relationship Management (CRM), and explain how firms use CRM to build long-term customer loyalty. **[14]**

Q.6. Explain the concept of a marketing channel and discuss the various channel levels used in the distribution of consumer and industrial products. **[14]**

Q.7. Explain the significance of Content Marketing and Copywriting in Digital Marketing, and discuss the essential characteristics of effective digital content. **[14]**

Q.8. Explain the concept of Influencer Marketing, and discuss the meaning of an influencer along with the manner in which influencers are compensated. **[14]**

Q.9. Explain the meaning and importance of Blog Optimization, and discuss the various techniques used to optimise a blog for search engines and readers. **[14]**

Q.10. Discuss the meaning and significance of Blog Stats, and explain how marketers use blog analytics to evaluate the performance of their content. **[14]**

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MBA (DOC) First Semester Examination, 2026

MARKETING MANAGEMENT

Paper : MBA(F&A)CC-103 (CORE)

[SET – E]

Time : 3 Hours] [M.M. : 70

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

Q.1. Discuss the various bases used for segmenting business (industrial) markets, and explain how they differ from the bases used for segmenting consumer markets. **[14]**

Q.2. Explain the concept of market targeting and discuss the different strategies - undifferentiated, differentiated, concentrated and micromarketing - that a firm may adopt in selecting its target markets. **[14]**

Q.3. Explain the various methods of setting prices, such as cost-plus pricing, break-even pricing, value-based pricing and competition-based pricing, bringing out the merits of each. **[14]**

Q.4. Discuss the various product mix pricing strategies and new-product pricing strategies, such as market-skimming pricing and market-penetration pricing, along with the important price-adjustment strategies used by firms. **[14]**

Q.5. Discuss the criteria that a firm should consider while designing and selecting its marketing channels, such as customer characteristics, product characteristics and intermediary characteristics. **[14]**

Q.6. Examine the relationship between Integrated Marketing Communications and Customer Relationship Management, and discuss how effective channel management strengthens both. **[14]**

Q.7. Distinguish between Influencer Marketing and Celebrity Endorsements, bringing out the differences in reach, cost and audience trust. **[14]**

Q.8. Discuss the various elements of the Digital Marketing Mix - online advertising, lead generation, social media marketing and content and copywriting - and explain how a firm may integrate them into a coherent Digital Marketing strategy. **[14]**

Q.9. Compare Email Marketing and Mobile Marketing as tools of digital communication, bringing out their relative advantages and limitations for B2B and B2C firms. **[14]**

Q.10. Discuss the role of blogging, along with email and mobile marketing, in building an integrated content marketing strategy for a modern business. **[14]**

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