JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2026

MBA- Semester (1)

COURSE CODE (CREDITS): 26MB1JB113 (3) MAX. MARKS: 15

COURSE NAME: MARKETING MANAGEMENT

COURSE INSTRUCTOR: Anupriya Kaur MAX. TIME: 1 Hour

Note: *(a) All questions are compulsory.*

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

(c) Use of calculator is not allowed

Q.No	Question	CO	Marks
Q1	An MBA student wants to improve her employability. She has several options, including free online courses and expensive certification programmes from reputed institutions. She chooses the latter because she values brand reputation and career advancement. *Analyse the difference between the student's need and want. How can marketers identify and respond to such underlying consumer motivations?*	CO1	3
Q2	Critically analyse how Customer Relationship Management (CRM) goes beyond customer data management to create and sustain long-term customer loyalty. Explain the role of effective customer touchpoints (point of customer contact) in this process.	CO1	4
Q3	Explain the Product/Market Expansion Grid with suitable examples.	CO2	4
Q4	Contrast with suitable examples red ocean and blue ocean strategies.	CO2	4

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