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| Enroll No |
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K.E.Society's
Rajarambapu Institute of Technology, Rajaramnagar
 (An Empowered Autonomous Institute, affiliated to SUK)

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| Q.P. Code |
| UT 3487 |

Unit Test -I (2025-26)

F.Y. MBA

Course Code: MGC 1094

Course Name: Marketing Management

Day & Date: 16.10.2025

Time: 10.30am to 11.30am

Max Marks- 25

Instructions: 1) All questions are compulsory.
 2) Assume suitable data if necessary.

| | | Marks | BT Level | COs |
|-----|---|-------|----------|-----|
| Q.1 | A) Distinguish between blue ocean strategy and red ocean strategy, providing suitable examples. | 08 | BL4 | CO1 |
| | B) Illustrate the core marketing concepts, providing suitable example. | 09 | BL4 | CO1 |
| | <u>OR</u> | | | |
| | B) Illustrate the major entities that can be marketed, providing a real-world example for each type. | 09 | BL4 | CO1 |
| Q.2 | A) Analyze the significance of the marketing environment, supporting your explanation with a relevant business example. | 08 | BL4 | CO4 |

