

Roll No. _____

Total No. of Pages : 03

Total No. of Questions : 17

MBA (Sem.-2)

MARKETING MANAGEMENT

Subject Code : MBA-203-21

M.Code : 92176

Date of Examination : 15-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Describe the scope of marketing.
2. Briefly discuss the components of marketing information system.
3. Define targeting. Discuss various targeting strategies.
4. Elaborate the "7P's" framework.
5. Salient features of personal selling.
6. What is Green Marketing?
7. Define Rural Marketing. Discuss the factor influencing rural marketing.
8. What do you mean by bottom of pyramid marketing?



SECTION-B

UNIT-I

9. Define Consumer Behaviour. Discuss various factors influencing Consumer Behaviour with suitable illustrations.
10. Discuss various micro and macro factors affecting Marketing environment. What techniques can be used to evaluate the marketing environment?

UNIT-II

11. Explain the concept of Product Life Cycle. Discuss various marketing strategies used at different stages of Product life cycle with the help of suitable illustrations.
12. Elaborate the stages of new product development with the help of relevant examples.

UNIT-III

13. What is pricing? Explain the importance of pricing as a competitive strategy. Discuss different methods of fixing the price of a product.
14. Define promotion mix. Briefly discuss the elements of promotion mix with examples. According to you which promotion strategy is most appropriate for a new brand.

UNIT-IV

15. What do you mean by channel design? Give the salient features of effective channel design. Also discuss various types of marketing channels.
16. a) Define Customer Relationship Management. Elaborate various elements of CRM.
b) Explain different types of retail formats with the help of suitable examples.

SECTION-C

17. Case study :

An athletic goods retail establishment in New York partnered with Research & Marketing Strategies, Inc. (RMS) to conduct brand perception market research. The store wanted to better understand the brand perception held by its customers and non-customers from the general population. The market research objective was to determine brand knowledge, the consumer decision making process, where else consumers are shopping, what else the store could offer customers, and preferences of top customers.

The study consisted of an online survey administered to customers as well as non-customers. To reach the customer audience, the RMS team provided the survey to a list

of customers supplied by the client. Customer feedback was segmented into two categories - perceptions from customers (individuals who have made a purchase at the store) and top customers (those who spend the most at the store). The RMS view point Research Panel allowed the client to obtain timely and affordable feedback from consumers who are not current customers of the store. The time frame for this type of project was six weeks.

Here are some highlights of the study's findings :

Research revealed a strong sense of brand loyalty among current customers. There was a high level of familiarity with the store, as well as a high likelihood for survey respondents to shop at the store for their next athletic goods purchase.

Brand preference for athletic shoes varied based on customer type. Customers prefer New Balance, non-customers favor Nike, and the store's top customers opt for Saucony.

When consumers are deciding where to purchase athletic shoes, the quality of the product is the most important factor in the decision process, while prices are most important when deciding where to purchase active wear (clothing).

As expected, customers and top customers are much more-active than non-customers. Walking is the most common physical activity engaged in by survey respondents, and running is popular among customers and top customers.

Data revealed a gap in awareness of differentiating features in the customer experience. The research team recommended marketing efforts promoting the presence of these offerings to capture an additional share of the market.

Questions :

- a. Do you think the strategy adopted by the company was best?
- b. How can the brand enhance its brand's perception positively?
- c. With the help of the findings from the research what can the brand do to attract more customers?

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MBA (Sem-2)
MARKETING MANAGEMENT
Subject Code : MBA203/21
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Date of Examination : 08-05-2024

Time : 3 Hrs.

Max. Marks : 60

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SECTION-A

1. Answer briefly :

- a) What are the earlier marketing ideas?
- b) What do you understand by the marketing concept?
- c) How to identify the target audience?
- d) Define advertising
- e) Role of personal selling
- f) What is Brand Value?
- g) Define the Rural Marketing
- h) How retailing is different from wholesaling?

SECTION-B

UNIT-I

2. Describe the buying process. What are the factors affecting the consumer buying behaviour?

3. What is marketing management and how it is different from selling? Elaborate in details the marketing mix with an example.

UNIT-II

4. How do you enumerate the marketing strategies for different stages of product life cycle?
5. What are the factors responsible for segmentation? Describe the factors affecting the targeting and positioning for market growth.

UNIT-III

6. What is pricing? What are the methods for pricing and how these are affected by different factors?
7. What are different elements of promotion mix? Discuss the role of each element.

UNIT-IV

8. Describe the digital marketing. What are the strategies for digital marketing?
9. Critically comments on Event marketing, Network marketing, Buzz marketing and Social marketing.

SECTION-C

10. Case Study :

For many years McDonald's enjoyed worldwide success build on a few well-known highly standard conditions. The company with the golden arches served a simple menu hamburgers, French fries, and milk-shakes or soft drinks. The food was priced low, its quality was consistent, and it was served speedily from establishments that all looked alike and were extremely clean. In recent years, however, McDonald's has seen its growth rate slow down and its dominant market position slip. Why? The changes that have been occurring in the company's external environment. Let's start with the population scene. For many years McDonald's main customer group was young couples with several kids. Today, people are marrying at a much later age and families have fewer children. So, McDonald's traditional customer bases are eroding. Then there are the cultural changes. Also, consumers have become more health conscious. Let's face it burgers, fries and shakes (foundation of McDonald's success are not exactly at the top of the dietician's menu recommendations today). Consumers want convenience. In the past, they hopped in the car and drove to McDonald's. Today they can pop something into the microwave oven or phone Domino's to have a pizza delivered. Another challenge came as consumers became more concerned about their physical environment. McDonald's polystyrene hamburger packaging was attacked by people who demand the use of

recycled and or biodegradable products. Paralleling all these challenges were the growing number and effectiveness of competitors.

Questions :

- a) What should be the course of action to regain its dominant market position and to tackle competition?
- b) List out and discuss, the major environmental changes being faced by McDonald's.

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MARKETING MANAGEMENT

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SECTION - A

1. Answer Briefly :

- Differentiate between the marketing and selling concepts.
- Define product positioning.
- What are the '7Ps' in the Services Marketing Mix?
- Mention any two elements of the product mix.
- What is the role of Advertising in the Promotion Mix?
- What is Event Marketing?
- Define brand equity.
- What is the role of corporate strategic planning in the marketing?

SECTION - B

UNIT - I

2. Discuss the role of environmental factors (micro and macro) in influencing marketing decisions with the help of suitable examples.
3. Explain the consumer buying behavior process and the factors influencing consumer decision-making.

UNIT - II

4. What is the Product Life Cycle (PLC)? How should marketing strategies change according to the product life cycle stage? Elaborate with the help of suitable examples.
5. Define market segmentation and discuss the various bases for segmentation. Also, illustrate how segmentation helps in better targeting?

UNIT - III

6. Explain the importance of personal selling and sales promotion. How do these tools support customer engagement and retention?
7. *"Pricing is the most sensitive decision in marketing that influences the consumer's purchase decision"* Discuss. What are the different methods that can be used by businesses to determine the price of their product?

UNIT - IV

8. Discuss the concept of Bottom of the Pyramid (BOP) marketing. What strategies should firms adopt to effectively serve this segment?
9. Define green marketing. What are the major challenges faced by the companies implementing green marketing strategies?

SECTION - C

- ### 10. Case Study: Building a Brand - The Rise of "FitLife"

FitLife is a startup that entered the Indian health and wellness market with a focus on organic and high-protein snack bars. The company identified that a large segment of

urban, working professionals was becoming increasingly health-conscious but had limited access to affordable and healthy snack options. To differentiate itself, FitLife focused heavily on branding, packaging, and labeling. The product came in eco-friendly packaging with clear, colourful labels that highlighted ingredients, nutritional benefits, and certifications like "Gluten-Free" and "100% Organic." The company positioned itself as a premium, health-focused brand for young professionals. Within a year, FitLife gained significant attention through social media marketing, gym partnerships and influencer promotions. Consumers began associating the brand with fitness, convenience and quality.

Questions :

- a) Discuss how FitLife used branding, labeling, and packaging to position its product in the market?
- b) Which market segmentation base did FitLife primarily use? Justify your answer.
- c) Suggest one improvement FitLife can make in its marketing strategy to strengthen its brand further.

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