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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 17 – 01- 2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** SOM-PG | **Program:** MBA | |
| **Course Code :** MBA1020 | **Course Name :** Marketing Management | |
| **Semester**: I | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **31** | **34** | **19** | **16** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 3marks. 3Mx10Q=30M** | | | | |
| **1** | Wants are described as desires for deeper needs. Illustrate with an example on how a marketer must understand customer needs and wants. | **3 Marks** | **Comprehension** | **CO1** |
| **2** | Identify any three elements of the micro environment | **3 Marks** | **Comprehension** | **CO1** |
| **3** | Product is described as a bundle of utilities to satisfy a need or a want. Prepare a set of all those that can be included in the argumentation and potential product levels. | **3 Marks** | **Apply** | **CO2** |
| **4** | Distinguish between a consumer good and an industrial good | **3 Marks** | **Analyse** | **CO2** |
| **5** | Illustrate as to how advertising is different from publicity with suitable examples | **3 Marks** | **Apply** | **CO3** |
| **6** | Compute the different elements of the promotion mix with suitable examples | **3 Marks** | **Analyse** | **CO3** |
| **7** | Businesses can use both direct marketing and personal selling to create a well-rounded marketing approach. Show how direct marketing is different from personal selling by coating suitable examples. | **3 Marks** | **Apply** | **CO3** |
| **8** | Illustrate with a diagram the various levels of consumer marketing channels. | **3 Marks** | **Analyse** | **CO4** |
| **9** | Outline any three channel functions | **3 Marks** | **Apply** | **CO4** |
| **10** | Classify the different types of consumer products with suitable examples | **3 Marks** | **Analyse** | **CO2** |

**Part B**

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| **Answer ALL the Questions. Each question carries 10 marks. 10Mx4Q=40M** | | | | |
| **11** | Describe in detail the factors in the macro environment that can affect the marketer. Choose a Company/Product/Brand and elucidate your answer. | **10 Marks** | **Comprehension** | **CO1** |
| **or** | | | | |
| **12** | **Positioning is referred to as the battle of the mind.**  **- Al Ries and Jack Trout**  Describe in detail any four different positioning strategies you know that would befitting **“Presidency University”**. | **10 Marks** | **Comprehension** | **CO1** |

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| **13** | Schedule a list of all the activities that a marketing manager ought to do in the new product development process especially during the ***marketing strategy development*** and ***business analysis*** stages. | **10 Marks** | **Analyse** | **CO2** |
| **or** | | | | |
| **14** | Developing an effective package requires a number of decisions from the perspective of both the manufacturer and the consumer. Packaging must achieve a number of objectives prepare a list of the different packaging and labelling decisions involved in dispatching the product to the consumer | **10 Marks** | **Analyse** | **CO2** |

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| **15** | Reckitt and Coleman of India limited is planning to launch a new variant in the kitchen cleaning segment to remove tough stains of grease on the kitchen platform, ***“Harpic Kitchen Clean”.*** If you are asked to do sales promotion activity for that company, prepare any five different Sales Promotion Activities that you would employ and justify your answer to ensure a growth in its market share for this product. | **10 Marks** | **Analyse** | **CO3** |
| **or** | | | | |
| **16** | A PR Manager in a marketing department of a reputed uses public Relations as a strategic tool to generate brand equity and a positive brand image.   1. Show all the activities that can be included in this endeavor. 2. If the Company has already lost its brand image in the eyes of Public because of some product quality issues, what are the steps that you as a PR Manager would take to restore back its brand image? | **10 Marks** | **Analyse** | **CO3** |

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| **17** | Marketing channel is a structure that links a group of individuals or organisations through which products services are made available to the consumer or the industrial user. Outline the various factors that a Marketing Manager would consider while selecting a channel member - specifically a distributor for an FMCG product. | **10 Marks** | **Analyse** | **CO4** |
| **or** | | | | |
| **18** | Distinguish between a business plan and a marketing plan. Illustrate in detail all the steps that are involved in preparing and effective marketing plan for the launch of a ***new bath soap for babies*** in a select market. | **10 Marks** | **Analyse** | **CO4** |

**Part C**

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| **Answer all the Questions. Each Question carries 15 marks. 15Mx2Q=30M** | | | | |
| **19** | **BUSINESS CASE 1.**  Green Earth Industries, a mid-sized company specializing in eco-friendly products, has recently developed a new line of sustainable personal care products under the brand name "EcoLife." The product range includes biodegradable shampoo, organic soaps, and plant-based skincare creams. The company is determined to target environmentally conscious consumers in urban areas, particularly millennials and Gen Z.  While the company has a strong reputation in the eco-products market, this is its first venture into personal care. Green Earth Industries aims to position EcoLife as a premium brand, emphasizing its use of natural ingredients, cruelty-free certification, and sustainable packaging.  **Market Research Insights**  Consumer Trends: A growing number of urban consumers are willing to pay a premium for products that are sustainable and align with their ethical values.  Competition: Established brands like Herbal Essence and The Body Shop already dominate the premium personal care segment. Emerging startups such as MamaEarth and Plum are also gaining market share.  Distribution Channels: E-commerce platforms like Amazon and Nykaa are leading sales channels for personal care products in India. Offline presence in premium stores like Health & Glow also contributes significantly.  Marketing Preferences: Influencer marketing, social media campaigns, and cause-driven initiatives resonate strongly with the target audience.  **Challenges**  Building brand awareness in a competitive market.  Justifying the higher price point of EcoLife products.  Selecting the most effective distribution channels for reaching the target audience.  **Question**  **As the Marketing Manager of Green Earth Industries, you are required to develop a marketing plan to ensure a successful launch of EcoLife. Your plan must address the following:**   1. Target Audience: Define the target audience more specifically and justify your choice. 2. Pricing Strategy: Recommend a pricing strategy that balances competitiveness and premium positioning. 3. Promotional Plan: Propose at least two promotional strategies, detailing the rationale for each. 4. Distribution Plan: Identify key distribution channels and explain why they are suitable. 5. Sustainability Messaging: Suggest how EcoLife can effectively communicate its sustainability value proposition. | **15 Marks** | **Apply** | **CO1** |
| **20** | **BUSINESS CASE 2.**  FabFresh, a homegrown detergent brand, entered the Indian market in 2018, competing against giants like Surf Excel, Ariel, and Tide. Unlike its competitors, FabFresh focused on two key differentiators:  Affordability: Offering quality products at a lower price point.  Localization: Customizing marketing campaigns to resonate with regional cultures and languages.  Despite entering a highly competitive market, FabFresh managed to carve a niche for itself within five years. The brand now holds a 10% market share in the detergent segment, primarily driven by its strong rural and semi-urban consumer base.  **The Growth Strategy**  Value Proposition: FabFresh positioned itself as “quality within reach,” focusing on affordability without compromising on performance.  Brand Identity: The brand used vibrant packaging, emphasizing freshness and cleanliness, along with its tagline, "Har Din Naya Din" (Every Day is a New Day).  **Marketing Campaigns:**  Television advertisements featuring popular regional actors.  Grassroots campaigns like live product demonstrations in villages.  Sponsorships of local festivals and cultural events.  Customer Engagement: FabFresh launched a loyalty program offering discounts and small household items as rewards, creating strong emotional ties with its customers.  Distribution Network: The company built an extensive network, ensuring availability in over 500,000 retail outlets across rural and semi-urban India.  **The Brand Equity Metrics**  FabFresh’s efforts paid off, resulting in significant improvements in key brand equity dimensions:  Brand Awareness: Increased recall due to consistent advertising and local engagement.  Perceived Quality: Positive reviews from users praising its performance in stain removal.  Brand Associations: Affordability and reliability became synonymous with FabFresh.  Brand Loyalty: Repeat purchase rates soared, especially in rural markets.  **Challenges**  Despite its success, FabFresh faces challenges:  Urban Market Penetration: Competing with premium brands in urban areas.  Sustainability Concerns: Growing consumer preference for eco-friendly products.  Counterfeit Products: Fake products using FabFresh branding have emerged in some markets.  **CASE QUESTIONS**   1. As a Brand Consultant, analyze FabFresh’s journey and suggest strategies to strengthen its brand equity further. Address the following points: 2. Urban Penetration: Recommend strategies to appeal to urban consumers while retaining its affordability proposition. 3. Sustainability: Propose how FabFresh can integrate sustainability into its brand without alienating its core audience. | **15 Marks** | **Apply** | **CO4** |