

Reg. No.														
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code	13744
---------------------	-------

**MBA - DEGREE EXAMINATIONS, APRIL / MAY 2025**

Second Semester

**Master of Business Administration**

**24MBT203 – MARKETING MANAGEMENT**

Regulations - 2024

Duration: 3 Hours

Max. Marks: 100

**PART - A (10 × 2 = 20 Marks)**

Answer ALL Questions

	Marks	K- Level	CO
1. Define Marketing.	2	K1	CO1
2. Outline the process of creating value.	2	K1	CO1
3. Classify the various Consumer goods.	2	K1	CO2
4. Outline Service Marketing and list down its characteristics.	2	K1	Co2
5. Define Market Segmentation.	2	K1	CO3
6. Summarize your understanding on “Product Positioning”.	2	K2	CO3
7. Write down the benefits of Customer Retention.	2	K1	CO4
8. Enumerate the benefits of customer acquisition.	2	K1	CO4
9. Define Marketing Research.	2	K1	CO5
10. Paraphrase “Semiotics”.	2	K2	CO5

**PART - B (5 × 13 = 65 Marks)**

Answer ALL Questions

11. a) Explain the evolution of marketing with suitable examples for each concept.	13	K2	CO1
<b>OR</b>			
b) Explain” PESTEL” and” SWOT” with examples in the current scenario.	13	K2	CO1
12. a) Critically evaluate various Pricing techniques with suitable examples.	13	K2	CO2
<b>OR</b>			
b) What is a product life cycle? List out the various stages of the PLC and describe the characteristics of each stage with illustrations.	13	K2	CO2
13. a) Distinguish the characteristics of industrial buying behaviour and individual buying behaviour with suitable strategies.	13	K2	CO3
<b>OR</b>			
b) Explain the model proposed by Michael E. Porter towards competitor analysis.	13	K2	CO3
14. a) Determine the role and process of CRM. Highlight the advantages of CRM.	13	K2	CO4

**OR**

- b) Illustrate the stages that consumer goes through in buying decision in a high involvement buying situation? What happens in each stage? 13 K2 CO4

15. a) Explain the scope, marketing trends and advantages of online marketing 13 K2 CO5

**OR**

- b) Interpret the characteristics of Marketing Information System in detail. 13 K2 CO5

**PART - C (1× 15 = 15 Marks)**

16. After a couple of attempts at penetrating the Indian beverages market with their energy drinks, Frissia and Tzinga, proved unsuccessful, the four founders of India-based Hector Beverages Pvt. Ltd., knew they had to overhaul their strategy. In 2013, they launched Paper Boat – a brand that represented a wide range of ethnic Indian drinks. The brand was priced to represent a premium product and was positioned as a drink that stood for hygiene with a blend of nostalgia. The ethnic flavours and appeal of Paper Boat quickly captured the Indian customers' tastes and also attracted support from investors. With the addition of a wide variety of juices and flavours, tie-ups with major Indian restaurants, airlines, and railways and collaboration with a Japanese firm for deeper distribution, the sales grew rapidly. Though Paper Boat carved out its own niche, it was not devoid of competition, which came from the huge unorganized local juice market and home-made fresh juices to bigger players like Dabur and ITC that were attracted to the segment. To create sales during the off-summer season, in early 2017, Paper Boat announced its foray into the indigenous foods segment as well, its first offering being Chikki, an Indian sweet made of jaggery and peanuts. Paper Boat believed in reliving childhood memories, the brand attempted to bring back lost recipes and the memories associated with them. The case explores the significance of a brand that evokes feelings of nostalgia, how natural products indigenously made can attract customers, and whether Paper Boat can achieve profits to ensure its long-term growth and sustainability. 15 K4 CO4

**Questions:**

1. Discuss the importance of nostalgia in building a brand
  2. Assess how a product can be launched by finding gaps in an established market.
  3. Distinguish between branded and unbranded products.
- Examine whether premium pricing can increase the customer base.