Roll No. □□□□□□□□□□□□ **Total No. of Pages : 03**

Total No. of Questions : 10

MBA / MBA (Fintech) (Sem–2)

MARKETING MANAGEMENT

Subject Code : MBA203-21

M.Code : 92176

Date of Examination : 06-06-2025

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. **Answer Briefly :**

   a) Differentiate between the marketing and selling concepts.

   b) Define product positioning.

   c) What are the '7Ps' in the Services Marketing Mix?

   d) Mention any two elements of the product mix.

   e) What is the role of Advertising in the Promotion Mix?

   f) What is Event Marketing?

   g) Define brand equity.

   h) 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.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.