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MMPC-006

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Term-End Examination

June, 2024

MMPC-006 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Answer any *three* questions from Section A.
Section **B** is compulsory. All questions carry
equal marks.

Section—A

1. (a) Distinguish market from marketing. Briefly discuss the various marketing philosophies that have evolved over a period of time.
- (b) What is STP strategy ? Discuss the approaches that a smart phone marketer may use in the evaluation and selection process of market segments.

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2. (a) Define the term product and discuss various classifications of products. Support your answer with relevant examples.

(b) How do the stage of product life-cycle (PLC) and product positioning affect the pricing decisions with reference to recently launched electric bike ?
3. (a) Distinguish Marketing Communication and Integrated Marketing Communication (IMC). Explain the various tools of IMC that help an FMCG brand marketer in selling their products.

(b) Why pricing of services is a challenging task for marketers ? Discuss with a suitable example of your choice or you are familiar with. Comment on the pricing methods that may be used to price service offerings.
4. Write short notes on any *three* of the following :
 - (a) Levels of consumer decisions

- (b) Brand name selection process
- (c) Types of adverting
- (d) Types of selling jobs
- (e) Traditional marketing *vs.* Digital marketing

Section—B

5. The Millet Market Research Report offers an indispensable roadmap to the expanding industry landscape. With its high protein content, millet is increasingly favored by health-conscious consumers, notably within the vegetarian and vegan populations. This shift in dietary preferences has led to a rapid growth in demand for millet-based products, a trend that is set to positively drive the millet market.

Taking a cue, a group of four young and enterprising Agri-Business Management graduates having post qualification work experience between 4-6 years have joined hands together to start a new business of marketing of millets. Each member in the group is very

dissimilar in their personality and outlook but they share a strong bond of entrepreneurial spirit which probably was the reason to collaborate to form an entity.

Questions :

- (a) What aspects of marketing environment that the new firm should consider and why ? (Furnish all the details that have relevance on the new business.)
- (b) Identify suitable target markets for the business and offer a feasible positioning strategy.
- (c) Suggest a brand name and explain packaging decisions/options you would consider and why ?