



St. Clare College

Autonomous, Bengaluru

ROLL NO:

DATE:

PG END SEMESTER EXAMINATION-MAY 2025
MBA FIRST SEMESTER
MBA1524: MARKETING FOR CUSTOMER VALUE

TIME: 3 hours.

5

MAX. MARKS: 70

This paper contains TWO printed pages and FOUR parts

Instructions:

1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer SIX questions out of EIGHT. Each answer carries TWO marks.

[2x6 = 12]

1. What is the scope of marketing?
2. Define the concept of target market.
3. What is publicity?
4. Mention any two factors impacting consumer adoption.
5. Define retailing.
6. What is media selection in advertising?
7. Define the term 'cyber marketing'.
8. What is the meaning of marketing research?

PART-B

Answer any THREE questions out of FIVE. Each answer carries EIGHT marks.

[8x3=24]

9. What is international marketing? Discuss its significance.
10. Discuss the impact of the macro and micro environment on marketing decisions.
11. What role does branding play in the success of a product?
12. Describe the functions and types of distribution channels.
13. What is the scope of market research? How does it play an important role in the success of an organisation?

PART-C

Answer any TWO questions out of THREE. Each answer carries TEN marks.

[10X2=20]

14. Discuss the positioning and differentiation strategies in marketing.
15. Explain the new product development process and its stages.
16. What are the ethical and legal aspects of marketing? Explain with examples.

PART-D

Answer the following.

[14X1=14]

17. *AGRI-PURE*, a well-established brand known for its high-quality organic fertilizers and pesticides, has built a strong reputation among farmers in urban and semi-urban areas. With rising awareness of organic farming practices and sustainable agriculture, the company sees an opportunity to expand its footprint into rural India, where over 65% of the population depends on agriculture. However, despite having a trusted brand name, *AGRI-PURE* faces challenges in capturing the rural market due to low brand awareness, price sensitivity, and limited access to reliable information.

To address these challenges, *AGRI-PURE* has devised a two-pronged strategy:

1. Promotion Mix Strategy for Rural Markets

Understanding that rural consumers rely heavily on word-of-mouth and traditional media, *AGRI-PURE* plans to implement a customized promotion mix:

- Advertising: Use regional language ads on local TV channels and community radio stations to demonstrate the benefits of organic fertilizers through farmer testimonials.
- Sales Promotion: Offer free product samples and bundle deals during village fairs and agricultural exhibitions to allow farmers to experience the quality first-hand.
- Personal Selling: Deploy trained field agents to visit villages, conduct live demonstrations, and build relationships with influential farmers and local agricultural cooperatives.
- Public Relations: Collaborate with local agricultural departments and NGOs to promote awareness about sustainable farming practices using *AGRI-PURE* products.
- Direct Marketing: Introduce mobile-based SMS campaigns with periodic tips on organic farming and product usage to engage with farmers directly.

2. Brand Extension Strategy: Introducing Organic Animal Feed

To diversify its product line and leverage its brand equity, *AGRI-PURE* plans to introduce a new range of organic animal feed tailored to the dietary needs of cattle and poultry in rural India. Given that most rural households also engage in animal husbandry, this extension aligns with the company's core values of sustainability and organic farming.

The company is optimistic that the synergy between its existing organic fertilizers and the new line of organic feed will encourage cross-product adoption among rural consumers. However, it remains to be seen whether the brand extension will resonate with rural customers or dilute the core brand identity.

- 17a. Evaluate *AGRI-PURE*'s promotion mix strategy. What adjustments, if any, would you recommend to improve the company's effectiveness in rural markets?
- 17b. Analyze the potential risks and benefits associated with *AGRI-PURE*'s decision to introduce organic animal feed as a brand extension. How can the company ensure that the extension strengthens rather than weakens its brand?