**JP – 335**

**I Semester M.B.A. (Day & Eve.) Degree Examination, July 2022**
**(CBCS Scheme) (2021 – 22 and Onwards) (Freshers)**
**MANAGEMENT**
**Paper – 1.5 : Marketing for Customer Value**

Time : 3 Hours

Max. Marks : 70

**Instruction** : *Answer **all** the Sections.*

SECTION – A

Answer **any 5** of the following questions. **Each** question carries **five** marks.    **(5×5=25)**

1. What are the major holistic marketing concept affect in the current scenario ? Illustrate with example.

2. Define product. Explain levels of product with example.

3. What do you mean by physical distribution ? Briefly explain distribution channels.

4. Briefly explain sales promotion tools and techniques.

5. What do you mean by marketing research ? Why is it important ?

6. Illustrate and explain BCG Matrix with suitable examples.

7. Explain challenges of cyber marketing.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **ten** marks.    **(3×10=30)**

8. Briefly explain the product line, product depth and product width with example.

9. Elucidate importance of personal selling and media selection with suitable example.

10. Illustrate the social, ethical and legal aspects of marketing.

11. Explain new product development stages.

## SECTION – C

12. Case study (**compulsory**).                                    (15×1=15)

"Grubhub Food Delivery Company/Consumer insights feed the soul"

When the World went into lockdown, food delivery services became an essential part of all our lives. But how to do it safely ? Based in the US, Grubhub is a food ordering and delivery platform that connects consumers with local restaurants and takeaways. To understand what people wanted and meet their new demands, the brand turned to consumer insights. COVID-19 brought the World to its knees. People feared for their health and for their income. The challenge for Grubhub was how to address consumer concerns with regard to a restricted household budget, disinfection protocols, the mechanics of safe food delivery, and more. Using our consumer intelligence platform, the Grubhub team monitored for diners' negative experiences, and countered with positive experiences.

When Grubhub's Belly Dance ad. first aired on TV, it fell below expectations, receiving low engagement. Suddenly, in January 2021, the commercial became a viral meme, receiving over 40K mentions on social media in one month. Working with Talkwalker, the brand created a strategy as to how to join this growing conversation. As the campaign became more successful, the team launched the deliver the Remix contest, asking followers to help choose the next song in the "Belly Dance" ad. consumers loved it, creating a ton of fun and creative pieces of content. To understand how Grubhub was able to turn negative community sentiment and drive a brand-amplifying strategy.

**Based on the case study, answer the following questions.**

a) If you are decision maker for the Grubhub brand which strategy could have suggested and why explain ?

b) What are the marketing strategy that should be included in this matter to seek the customer value ?

c) When changing the market scenario, what is your innovative approach you can bring ? As CMO of the company how do you influence to consumer ?