



PG – 707

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I Semester M.B.A. (Day & Eve.) Examination, June/July 2024
(CBCS) (2021 – 22)
MANAGEMENT

Paper – 1.5 : Marketing for Customer Value



Time : 3 Hours

Max. Marks : 70

SECTION – A

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

1. Define and explain the concept of marketing management.
2. Explain types of pricing strategies.
3. Discuss the importance of branding in product marketing.
4. Define distribution channels and explain their significance in marketing.
5. Describe the stages of the product life cycle.
6. Define the consumer adoption process and its stages. Explain how understanding this process can benefit businesses in launching new products.
7. Discuss the types of market segmentation.

SECTION – B

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

8. Develop a comprehensive marketing mix strategy for launching innovative product in the market. Consider how each element of the marketing mix (product, price, place, promotion) contributes to achieving your business objectives.
9. Discuss the process of new product development.
10. Explain the marketing research process, highlighting the importance of each step.
11. Write short notes on :
 - a) Wholesaling
 - b) Publicity.

P.T.O.



SECTION - C

12. **Compulsory.** Case study.

(1×15=15)

Coca-Cola, one of the world's largest soft drink manufacturers became famous for its flagship product 'Coca-Cola'. Coca-Cola adopted different marketing strategies and built a strong brand among the consumers. But the company was faced with stagnating sales in the 1980s due to shift in consumer preferences from carbonated drinks to healthy drinks like juices and green tea. With an aim to attract health conscious consumers Coca-Cola introduced fortified carbonated drinks terming them as 'sparkling beverages'. To gain competitive advantage in this emerging segment, Coca-Cola initiated a new marketing campaign for its new product 'Coke Zero' and simultaneously launched 'Diet Coke Plus'.

Questions :

- a) If you wish to introduce your own diet cold drink in the Indian market, what challenges will you face ? How will you overcome these challenges ?
 - b) What alternative strategies will you adopt to boost up your diet cold drink sales ?
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