No. of Printed Pages : 5 **MMPC–006**

MASTER OF BUSINESS ADMINISTRATION (MBA)

Term-End Examination

December, 2024

MMPC-006 : MARKETING MANAGEMENT

Time : 3 Hours *Maximum Marks : 100*

(Weightage : 70%)

Note : *(i) Attempt any **three** questions from Section A.*

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. (a) Explain your understanding of the terms needs and wants in the context of

marketing. Discuss the holistic marketing concept as proposed by Philip Kotler, and the premise on which the concept was developed.

(b) Define target market. Discuss the factors that you would consider in identifying a target market for a competitively priced denim brand for college going students.

2. (a) Define brand and brand name with examples. Explain packaging as a customer pull strategy. How does it influence the consumer buying behavior ? Discuss by taking suitable example from consumer products and consumer durables of your choice.

(b) Discuss the stages of the Product Life Cycle (PLC). Comment on how the concept of PLC can be used as a tool for market development.

3. (a) What according to you are the major objectives of sales promotion ? Discuss the steps involved in planning sales promotion programme.

(b) What is digital marketing ? Discuss some of the widely used digital marketing strategies across firms and industries in India. Highlight the advantages of digital marketing.

4. Write short notes on any *three* of the following :

(a) 4A's framework in relation to 4P's of marketing mix

(b) Product differentiation

(c) Measuring communication effectiveness

(d) Handling objections in selling

(e) The 4P's of green marketing mix

Section—B

5. Lifeline is a fast growing kitchen appliances premium brand. It offers a wide range of appliances and is now poised to offer its product offerings as corporate gifting for its employees especially during the festive season, also for other occasions and celebrations with a base line which says :

   "Smart Gifts for Smart Kitchens", clearly conveying its purpose and intent.

   Looking at the huge potential the company, now wishes to consolidate the market as a longterm strategy contributing substantially to the overall business.

(a) Suggest marketing mix elements emphasizing on pricing, promotion and distribution aspects.

(b) The packaging decisions that you would consider and why ?

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