PVP24

Code No: **24BA2T3**

I MBA - II Semester – Regular / Supplementary Examinations JULY 2026

MARKETING MANAGEMENT

Duration: 3 Hours Max. Marks: 70

Note: 1. This question paper contains two Parts: Part-A and Part-B.
2. Part-A contains 5 essay questions with an internal choice from each unit. Each Question carries 12 marks.
3. Part-B contains one Case Study for 10 Marks.
4. All parts of Question paper must be answered in one place

BL – Blooms Level CO – Course Outcome

PART - A

			BL	CO	Max. Marks
		UNIT – I			
1.	a)	Define Marketing.	L1	CO1	2 M
	b)	Discuss the Indian Marketing environment with suitable examples.	L2	CO1	10 M
		OR			
2.	a)	What is demand measurement?	L1	CO1	2 M
	b)	Identify the forecasting techniques used in measuring the market demand.	L2	CO1	10 M
		UNIT – II			
3.	a)	Describe about market positioning.	L2	CO2	3 M
	b)	Classify the positioning strategies with examples from FMCG industry products.	L2	CO2	9 M

OR					
4.	a)	Describe the term Consumer Behaviour.	L2	CO2	2 M
	b)	Determine the factors influencing the consumer behavior.	L3	CO2	10 M
UNIT-III					
5.	a)	Briefly explain the concept of product mix.	L2	CO3	3 M
	b)	Explain the different stages of Product Life Cycle (PLC).	L2	CO3	9 M
OR					
6.	a)	Define Price.	L1	CO3	2 M
	b)	Evaluate different pricing strategies that determine better profits to the organizations.	L5	CO3	10 M
UNIT – IV					
7.	a)	Discuss about mobile marketing?	L1	CO4	3 M
	b)	Explain about the different components of marketing communication mix.	L2	CO4	9 M
OR					
8.	a)	Discuss about sales promotion.	L2	CO4	3 M
	b)	Analyze the recent trends in marketing communications.	L4	CO4	9 M

UNIT – V					
9.	a)	Explain the Digital marketing.	L2	CO5	3 M
	b)	Determine the role of Digital marketing in the present business scenario.	L3	CO5	9 M
OR					
10.	a)	Discuss about E-Marketing.	L2	CO5	3 M
	b)	Evaluate the contribution of e-marketing in uplifting the Rural marketing and Green marketing.	L5	CO5	9 M

PART – B

11.	**CASE STUDY**	L4	CO2	10 M

AquaPure is a bottled water company operating in India with branch offices spread across 4 regions of east, west, north and south. It has a strong marketing team defining different strategies for different areas. AuaPure is offering premium, mineral and flavored water products. Despite growing competition, the company noticed stagnant sales in certain regions and decided to revamp its marketing strategy through effective market segmentation.

Segmentation Approach:

The marketing team divided the market based on the following factors:

- Demographic: Age, income and occupation — targeting young professionals and health-conscious individuals.
- Geographic: Urban vs. rural areas — focusing premium products in metro cities and budget options in tier-2 towns.
- Behavioral: Customer loyalty and purchasing habits — launching

subscription models for frequent buyers.

- Psychographic: Lifestyle choices — introducing fitness-focused drinks for gym-goers.

Outcome:
After tailoring campaigns for each segment, AquaPure saw a 22% rise in urban sales and 12% growth in rural areas within 6 months.

Questions:

a) Identify the key segmentation strategies used by AquaPure. How did these strategies help the company boost its sales?

b) Suggest additional segmentation criteria AquaPure could use to further refine their marketing efforts. Provide reasons for your suggestions.

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Duration: 3 hours

Max MARKS: 70

MARKETING MANAGEMENT

	SECTION -A		
1.a.	Define marketing.	2 Marks	
	Total		2 Marks
1.b.	Discuss the Indian Marketing environment with suitable examples Micro environment Macro environment	~~10 Marks~~ 5 Marks 5 Marks	
	Total		10 Marks
2.a.	What is demand measurement?	2 Marks	
	Total		2 Marks
2.b.	Identify the forecasting techniques used in measuring the market demand.	10 Marks	
	Total		10 Marks
3.a.	Describe about market positioning.	3 Marks	
	Total		3 Marks
3.b.	Classify the positioning strategies with examples from FMCG industry products.	9 Marks	
	Total		9 Marks
4.a.	Describe the term Consumer Behaviour.	2 Marks	
	Total		2 Marks
4.b.	Determine the factors influencing the consumer behavior.	10 Marks	
	Total		10 Marks
5.a.	Briefly explain the concept of product mix.	3 Marks	
	Total		3 Marks
5.b.	Explain the different stages of Product Life Cycle (PLC).	9 Marks	
	Total		9 Marks
6.a.	Define Price.	2 Marks	
	Total		2 Marks

1, 2, 4, 6 $\boxed{2/10}$

6.b.	Evaluate different pricing strategies that determine better profits to the organizations.	10 Marks	
	Total		10 Marks
7.a.	Discuss about mobile marketing?	3 Marks	
	Total		3 Marks
7.b.	Explain about the different components of marketingcommunication	9 Marks	
	Total		9 Marks
8.a.	Discuss about sales promotion.	3 Marks	
	Total		3 Marks
8.b.	Analyze the recent trends in marketing communications.	9 Marks	
	Total		9 Marks
9.a.	Explain the Digital marketing.	3 Marks	
	Total		3 Marks
9.b.	Determine the role of Digital marketing in the present business scenario.	9 Marks	
	Total		9 Marks
10.a.	Discuss about E-Marketing.	3 Marks	
	Total		3 Marks
10.b.	Evaluate the contribution of e-marketing in uplifting the Rural marketing and Green marketing.	9 Marks	
	Total		9 Marks
11	For presentation of the case		4 Marks
	Analytical ability of the case (Discretion of the examiner)		6 Marks
	Total		10 marks

MARKETING MANAGEMENT

Code : 24BA2T3 PVP24

ECTION -A

1.a) Define Marketing **2 Marks**

- *Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others.*

- Kotler

1b). Discuss the Indian Marketing environment with suitable examples. 10 Marks

Marketing Environment can be defined as various internal (Micro) and external (Macro) factors under which marketing functions take place."

"A company's marketing environment consists of the internal factors and forces, which affect the company's ability to develop and maintain successful transactions and relationships with the company's target customers".

– 'Philip Kotler

Micro-Environment	Macro-Environment
1. The Company	1. Demographic Forces
2. Suppliers	2. Economic Forces
3. Marketing Intermediaries	3. Natural Forces
4. Customers	4. Technological Forces
5. Competitors	5. Political Forces
6. Publics	6. Cultural Forces

2a) What is demand measurement? **2 Marks**

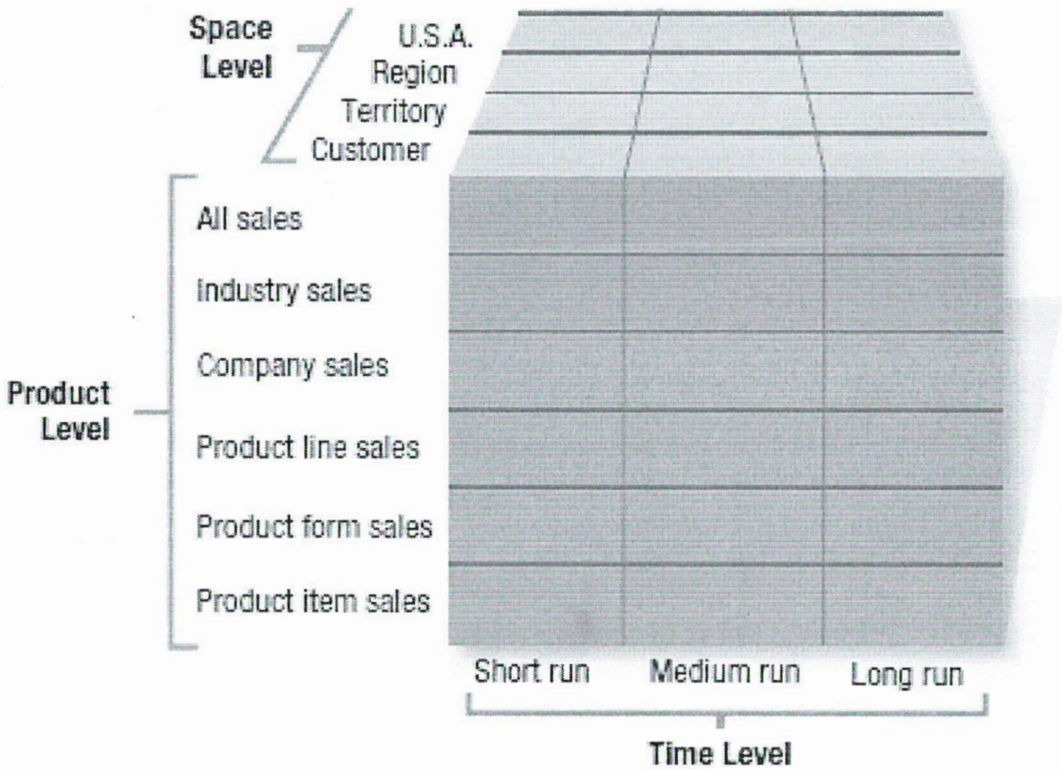
Demand measurement is the process of estimating or predicting how much of a product or service customers are willing and able to buy at different prices and during a specific period.

2b) Identify the forecasting techniques used in measuring the market demand. 10Marks

90 different types of demand estimates for

- **Six different product levels**
- **Five space levels**

  Three time periods



3a) Describe about market positioning. **3 Marks**

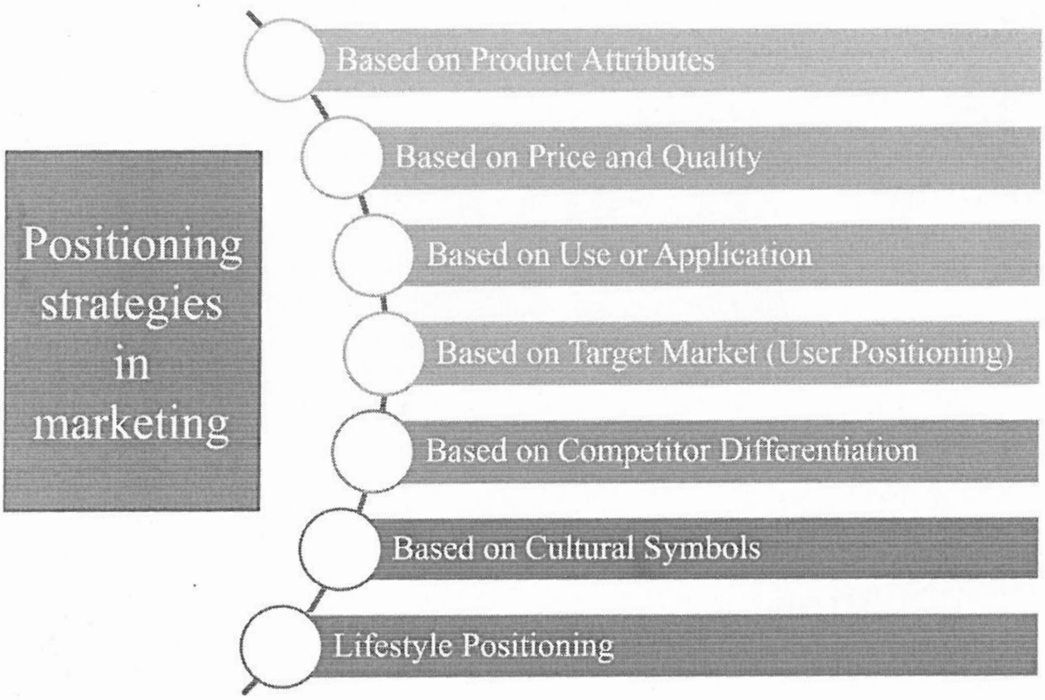
- "**Positioning**" is defined as *"the act of designing a company's offering and image so that it occupies a distinct and valued **place in the target customer's mind"*** - essentially creating a unique space for a brand in the minds of consumers relative to competitors.

  ------*Philip Kotler*

3b) Classify the positioning strategies with examples from FMCG industry products. 9 Marks

Positioning strategies dictate how a brand or product is perceived in the minds of target consumers relative to competitors. Effective implementation requires identifying your specific audience, analyzing market gaps, and highlighting your Unique Selling Proposition (USP). Common approaches include

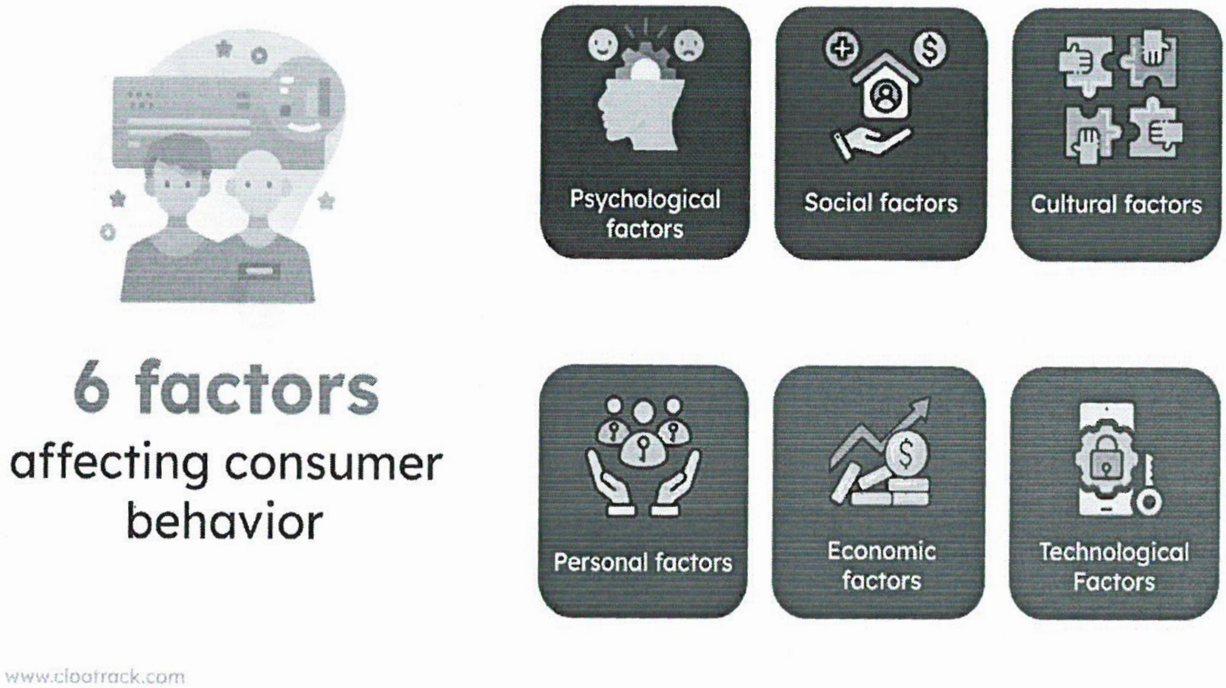
positioning strategies



4a) Describe the term Consumer Behaviour. 2 Marks

- **According to Solomon,** "Consumer behaviour is the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and wants".

4b) Determine the factors influencing the consumer behavior. 10Marks



5a) Briefly explain the concept of product mix. **3 Marks**

- The **Product Mix** also called as **Product Assortment,** refers to the complete **range of products** that is offered for sale by the company.

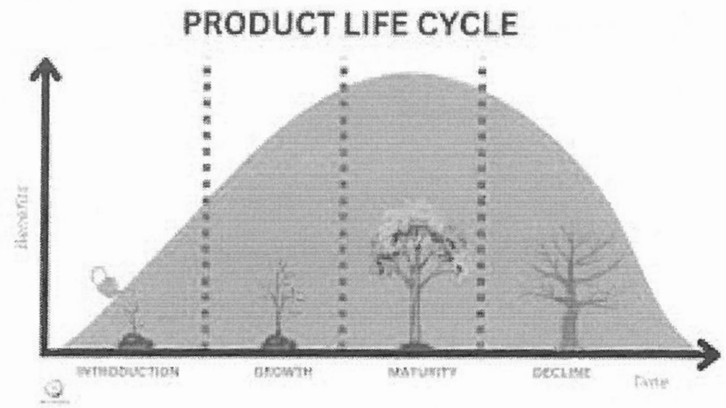
5b) Explain the different stages of Product Life Cycle (PLC). **9 Marks**

- Product Life Cycle was developed by the economist **Raymond Vernon in 1966**, is still a widely used model in economics and marketing.

  *The product life cycle is an attempt to **recognize** well defined **stages** in the sales history of the product".*

  – Philip Kotler

The important stages firm the viewpoint of marketing can be grouped into four stages such (i)



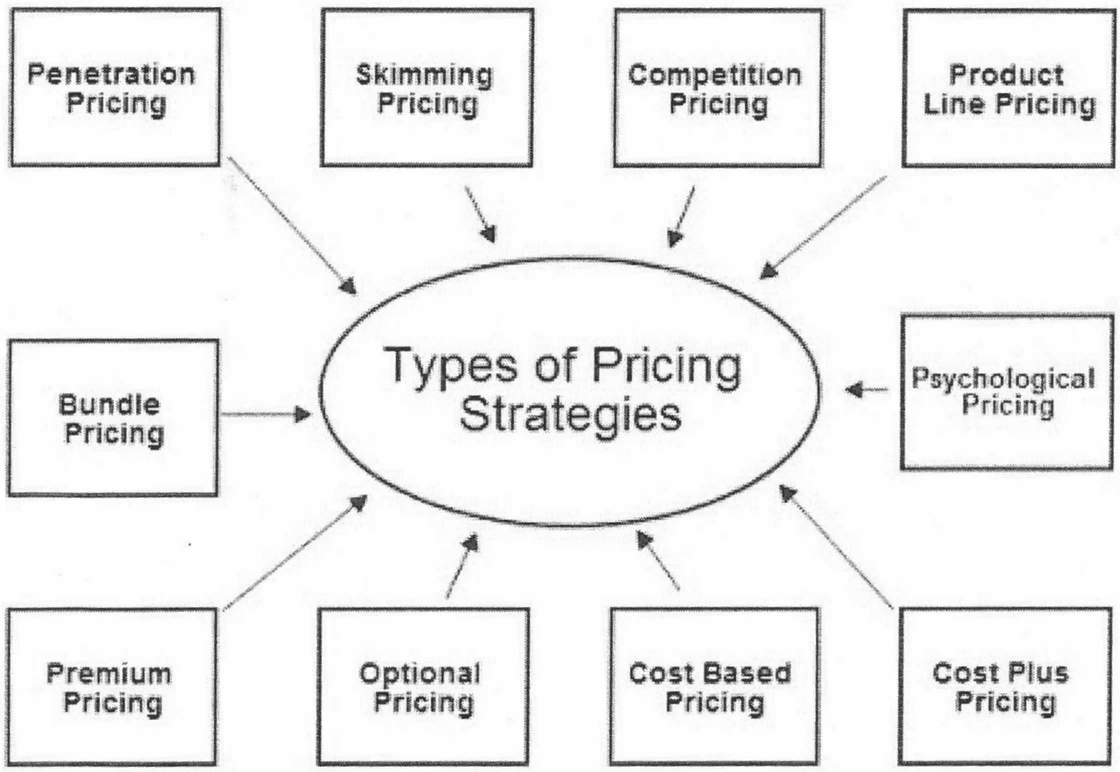
- **Introduction**
- (ii) **Growth**
- (iii) **Maturity**
- (iv) **Decline**

6a) Define Price. **2 Marks**

The amount of money expected ,required, or given in payment for something

6b) Evaluate different pricing strategies that determine better profits to the organizations. 10 Marks

Pricing strategy is the tactic that company use to increase sales and maximize profits by selling their goods and services for appropriate prices.



7a) **Discuss about mobile marketing 3 Marks**

- Mobile marketing is a promotional activity that targets audiences through their smartphones and tablets.

Key aspects of mobile marketing include:

- **SMS Marketing:** Sending promotional texts, deals, and alerts to target consumers.

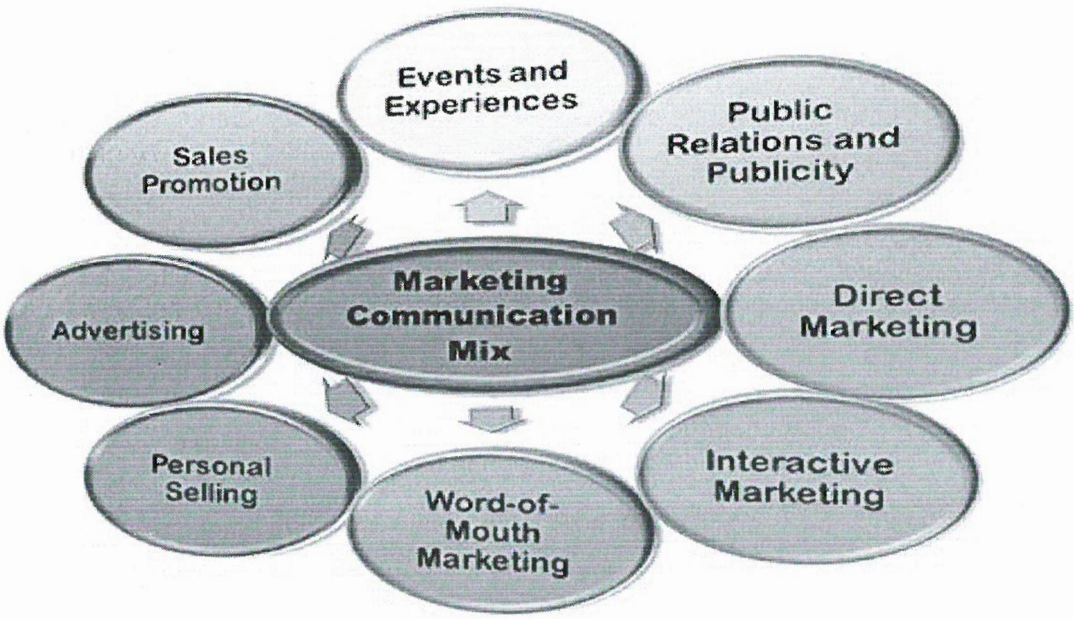
App-based Marketing: Utilizing in-app marketing efforts to reach users within specific applications

7b) Explain about the different components of marketing communication 9Marks

Definition:

The **Marketing Communication** refers to the means adopted by the companies to **convey messages** about the **products and the brands** they sell, either directly or indirectly to the customers with the intention to persuade them to purchase.

Elements of Marketing Communication Mix



8a) Discuss about sales promotion. 3 Marks

- The sales promotion is the short term incentives given to the customers to have an increased sale for a given period.

8b) Analyze the recent trends in marketing communications. 9Marks

Recent marketing communication trends include :

- The rise of AI-driven personalization: **brands to engage with customers**
- The short-form video: **TikTok**
- user-generated content (UGC): **it builds trust**
- Community building: **building customer loyalty**
- Omnichannel marketing: **multiple channels**
- Influencer marketing: **a focus on niche and micro-influencers**
- Voice search optimization: **content to cater to conversational queries**
- Gaining traction: **Using chatbots**

9a) Explain the Digital marketing. 3Marks

Digital marketing, also known as **online marketing,**

Digital marketing is a form of marketing for promoting and selling products or services to the use of **digital channels** to market products and services in order to reach consumers.

- Digital marketing channels include:
  - Social media
  - Content marketing
  - Website marketing
  - SEO (search engine optimization)
  - PPC (pay per click) advertising to reach your target audience.

9b) Determine the role of Digital marketing in the present business scenario. 9Marks

Role of Digital Marketing

Digital marketing plays a vital role in helping businesses promote their products and services through online channels. Its major roles include:

1. **Increases Brand Awareness**
   - Helps businesses reach a large audience through websites, social media, and online advertisements.
2. **Targets the Right Customers**
   - Enables businesses to reach specific audiences based on age, location, interests, and

behavior.

3. **Cost-Effective Marketing**
   - Digital marketing is often less expensive than traditional advertising methods like TV, radio, or newspapers.
4. **Boosts Sales and Revenue**
   - Online promotions, email marketing, and e-commerce platforms help increase sales.
5. **Improves Customer Engagement**
   - Businesses can interact directly with customers through social media, emails, live chats, and online reviews.
6. **Provides Measurable Results**
   - Businesses can track website visits, clicks, conversions, and customer behavior using analytics tools.
7. **Supports Global Reach**
   - Allows businesses to market products and services to customers worldwide.
8. **Enhances Customer Relationships**
   - Personalized messages and timely communication help build customer loyalty and satisfaction.
9. **Provides Competitive Advantage**
   - Helps businesses stay competitive by adopting modern marketing techniques and responding quickly to market changes.
10. **Supports Business Growth**
    - By attracting more customers and increasing online visibility, digital marketing contributes to long-term business success.

10a) Discuss about E-Marketing. 3Marks

E-Marketing, also called digital marketing or online marketing, is the process of promoting and selling products or services using the internet and digital technologies. It enables businesses to reach customers through websites, search engines, social media, email, mobile apps, and other online platforms.

- It leverages digital technologies like:
  - websites
  - social media
  - email, and

– search engines to reach customers and drive engagement.

10b) Evaluate the contribution of e-marketing in uplifting the Rural marketing and Green marketing **9MARKS**

- E-marketing, also known as **digital marketing** or **internet marketing**, involves using electronic channels to promote and sell products or services.
- It leverages digital technologies like:
  a. websites
  b. social media
  c. email, and
  d. search engines to reach customers and drive engagement.

e-marketing strategies:

Search engine optimization (SEO):.
- **Content marketing:**
- **Social media marketing:**
- **Email marketing:**
- **Paid advertising (PPC):**

Definition of Rural Marketing by Philip Kotler-

Philip Kotler, the father of modern marketing, has defined rural marketing as "the process of planning, executing, and promoting the distribution of agricultural inputs, produce, and rural products and services to create an exchange that satisfies individual and corporate objectives."

Rural Marketing Strategies

- Understanding Rural Customers
- Simple and Clear Advertising
- Affordable and Durable Products
- Selling at Local Shops and Markets
- Establishing Trust and Quality Service

Green marketing

- Green marketing means selling products and services that are good for the **environment**.
- It's about eco-friendly materials, sustainable production, and reduce waste. Many businesses nowadays use green marketing to attract customers who care for the planet.

PART B

11)CASE STUDY 10 Marks

For presentation of the case

Analytical ability of the case (Discretion of the examiner)

Total