

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

**MBA (Sem-2)**  
**MARKETING MANAGEMENT**

Subject Code : MBA203-21

M.Code : 92176

Date of Examination : 01-12-2025

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

**SECTION-A**

**1. Answer Briefly :**

- a) Define sales promotion.
- b) What do you mean by labeling?
- c) Outline factors affecting the marketing mix.
- d) Differentiate between the production and marketing concept.
- e) Explain E-Commerce in the context of marketing.
- f) Define Market Targeting.
- g) What is the significance of packaging in marketing?
- h) What is niche marketing?

## SECTION - B

### UNIT - I

2. What is the marketing environment and why is it essential for companies to monitor both the micro and macro-environment factors? Provide examples of how each type of factor influences marketing decisions?
3. Define a Marketing Information System (MIS) and explain its main components. How does an MIS help companies make better marketing decisions?

### UNIT - II

4. Analyze the Product Life Cycle (PLC) stages and suggest appropriate marketing strategies for each stage.
5. How do these three elements (labeling, packaging & branding) work together to build a strong product identity and enhance market success? Provide suitable examples to illustrate your answer.

### UNIT - III

6. Suppose you are the marketing manager of a U.S.-based mobile company named HELLOPHONE, which is going to launch its product HELLO-PHONEZ 6G in India. Explain using suitable examples and how would you devise its promotional mix?
7. Define pricing decisions. Discuss the importance and strategies of pricing with the help of suitable examples.

### UNIT-IV

8. Discuss the role of 'Customer Relationship Management' (CRM) in enhancing long-term business growth in the context of modern marketing trends.
9. What is viral marketing? Explain how it works with the help of simple examples? What are the key advantages and challenges of using viral marketing in today's digital world?

## SECTION - C

### 10. Case Study: "Fresh Sip" - A Beverage for Every Season

FreshSip is a beverage company that launched a line of natural fruit juices targeting health-conscious consumers. In the early stages, the product was introduced with bright,

eco-friendly packaging that emphasized freshness, "No Added Sugar," and "100% Natural" labels. The company positioned itself as a healthy and convenient alternative to carbonated drinks, targeting school children, college students and working professionals. Initially, sales surged as customers appreciated the brand's message, product quality and attractive packaging. However, overtime, competitors entered the market with similar health claims and lower prices. FreshSip noticed a decline in sales, signaling that the product might be entering the maturity stage of the Product Life Cycle (PLC). To address this, the company introduced new Flavors, updated the packaging with QR codes for nutritional info, and repositioned itself as a lifestyle brand rather than just a juice company. They also partnered with fitness apps and healthy food chains.

**Questions :**

- a. Identify the current stage of the Product Life Cycle (PLC) for FreshSip and explain the marketing strategies suitable for this stage.
- b. How did FreshSip use packaging to reinforce its brand positioning? Why is packaging important in influencing consumer perception?
- c. Discuss the repositioning strategy adopted by FreshSip. How does it help the brand stay relevant in a competitive market?

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**