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End Semester Examination, December 2024

MBA – I Semester

MCMA713 - Marketing Management

Time: 2.5 hrs.

Max Marks: 50

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

Attempt any 5 Questions from Part 1

Q1 *Attempt any 5 questions from this section. Each question carries 2 marks.*

- (a) Define the term "marketing environment" and describe its two main types. [CO-1, L-2]
- (b) Explain the significance of the "Product Life Cycle" in marketing. [CO-1, L-2]
- (c) List and describe three core concepts of marketing. [CO-1, L-2]
- (d) What is "market segmentation"? Briefly outline its bases. [CO-1, L-2]
- (e) Explain the importance of branding in the context of product strategies. [CO-1, L-2]
- (f) List any three elements of the promotion mix with a brief description. [CO-1, L-2]
- (g) What is digital marketing? Highlight its relevance in today's marketing practices. [CO-1, L-2]

PART B

All questions carry 10 marks each. Attempt one question from each question pair.

Q.2(a) "Apply the stages of the New Product Development (NPD) process to a hypothetical product of your choice. Describe how each stage would be implemented and explain its potential impact on the product's success in the market." [CO-2, L-3]

OR

(b) "Choose a specific product and apply various pricing strategies to it. Describe how each strategy could influence customer perception and demand for this product, providing examples to illustrate your points." [CO-2, L-3]

Q.3 (a) Analyze the functions of different types of distribution channels. How does choosing the right distribution channel impact a product's reach and success? [CO-3, L-4]

OR

(b) Describe the elements of the promotion mix and evaluate their effectiveness in different stages of the product life cycle. [CO-3, L-4]

Q.4 (a) Evaluate the role of social media marketing in enhancing brand visibility and customer engagement. Provide examples to support your answer. [CO-4, L-5]

OR

(b) Analyze the importance of green marketing practices. How can businesses use green marketing to improve their brand image and customer loyalty? [CO-4, L-5]

Q.5

(a) Critically evaluate the factors influencing consumer buying behavior. How should a business adapt its marketing strategies based on these factors? [CO-5, L-5]

OR

Case Study: EcoMug - A Green Marketing Success

EcoMug, a startup, launched a reusable coffee cup made from recycled materials. In response to growing environmental concerns, EcoMug positioned itself as an eco-friendly alternative to single-use coffee cups, which contribute significantly to global waste. The company's mission centered on sustainability, and its marketing strategy focused heavily on green marketing principles to appeal to environmentally conscious consumers.

Green Marketing Strategy:

1. **Eco-Friendly Product Design:** EcoMug's cups are made from 100% recycled plastic and are fully recyclable at the end of their lifecycle. The company used minimal, biodegradable packaging to reinforce its eco-friendly branding.
2. **Awareness Campaigns:** EcoMug collaborated with environmental influencers and activists to spread awareness about the impact of single-use coffee cups on the environment. The "#SipSustainably" campaign encouraged people to use EcoMug as an alternative to disposable cups.
3. **Customer Engagement:** EcoMug offered incentives for customers to return used cups, which the company would then recycle. This closed-loop system not only built customer loyalty but also reinforced EcoMug's commitment to sustainability.
4. **Green Certifications:** EcoMug earned certifications like "Green Seal" and "Eco-Cert," which it prominently displayed in its marketing materials to assure consumers of its environmental claims.
5. **Premium Pricing Strategy:** While EcoMug cups were priced higher than traditional single-use cups, customers were willing to pay for a sustainable, environmentally friendly product. EcoMug's green marketing approach created a strong brand image that attracted environmentally conscious consumers willing to invest in sustainability.

Results and Impact: Within the first year, EcoMug reported a 35% growth in sales, primarily driven by environmentally aware customers. The brand also became popular among cafes and businesses that aimed to reduce their environmental footprint. EcoMug's green marketing approach resonated with its target audience and successfully differentiated it from competitors.

(b) What are the potential challenges that EcoMug might face in sustaining its green marketing strategy? Evaluate the effectiveness of EcoMug's closed-loop recycling initiative on its brand image and customer retention.