

Total No. of Questions : 5]

SEAT No. :

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M.B.A.

**201-(GC-09)-MM551-MJ : MARKETING MANAGEMENT
(2025 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 60

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Make necessary assumptions wherever required.
- 3) All questions carry equal marks.

Q1) Solve any Six :

[6 × 2 = 12]

- a) Define '**Pricing in online marketing**' with example.
- b) State any two characteristics of '**Convenience Goods**'.
- c) Define the concept of '**Brand**'.
- d) Recall any two types of '**Consumer Sales Promotion**'.
- e) What is meant by '**Order Processing**'?
- f) List any two functions of '**Marketing Channels**'.
- g) State the concept of '**Product Line**'.
- h) What is meant by '**Word of Mouth (WOM)**' in promotion Mix.
- i) Define '**Packaging**'.

Q2) Solve any two :

[2 × 6 = 12]

- a) Explain the role of '**AI and Marketing Automation**' in customer engagement with suitable examples.
- b) Discuss the '**Product Hierarchy**'.
- c) Compare and contrast the '**Physical Channels vs. Online Channels**' in Marketing.

P.T.O.

Q3) Solve any one.

[1 × 12 = 12]

- a) **Eco Living Appliances**, a manufacturer of energy-efficient refrigerators and washing machines, seeks to strengthen its presence among environmentally conscious consumers in India. Apply a **distribution channel design strategy** using traditional, digital, and phygital channels.

OR

- b) Connect Sphere Innovations plans to launch a career-focused social networking application that helps students connect with mentors, alumni, and recruiters. Apply the **New Product Development Process** to guide the platform from idea generation to commercialization.

Q4) Solve any one.

[1 × 12 = 12]

- a) **Prism India** (a tech-lifestyle brand) has launched its new transparent design-led Gen Z smartphone in a highly cluttered market dominated by Samsung and Xiaomi, Oppo and Vivo. **Analyse the Price Setting process, and suggest suitable Pricing decision.**

OR

- b) Evaluate an **'Integrated Marketing Communication (IMC) Plan'** of a new **Hindi commercial movie** "Operation Trishul", based on a patriotic national-security theme. The movie is released across India. Make suitable assumptions.

Q5) Solve any one.

[1 × 12 = 12]

- a) Trend Kart Online Services plans to launch a virtual try-on shopping platform using Augmented Reality (AR) for fashion-conscious youth. Design **5A Framework**. (Aware, Appeal, Ask, Act, Advocate) Make suitable assumptions

OR

- b) Bharat Trust Bank, a leading private-sector bank, plans to launch a fully digital AI- Enabled banking platform targeted at Gen Z and young professionals. Assuming suitable market conditions and competitive dynamics Formulate a comprehensive **'Marketing plan'**.

