

Seat No. : _____

AL-108

April-2025

Int. MBA, Sem.-VIII

Advanced Marketing Management

Time : 2:30 Hours]

[Max. Marks : 70

1. Explain the following terms briefly : 14
- (1) Value Chain
 - (2) Core Competency
 - (3) Meta Market
 - (4) Holistic Marketing concept
 - (5) Ethnographic Research
 - (6) Marketing Intelligence System
 - (7) Marketing Metrics

OR

1. (a) Identify the key elements of a customer driven marketing strategy and discuss the marketing management orientations that guide marketing strategy. 6
- (b) PepsiCo is the largest selling beverage the world over, of course after its arch rival Coca Cola. It accounts for a 37% share of the global beverage market. It has huge presence in cola beverages, snack food, cereals and juices around the world and holds 23rd ranking in Inter brand report of the world's leading brands. It is looking at the Indian market for its Infused Water Brand (Infused water is the water containing nutrients from fruits, vegetables and herbs by allowing them to be suspended over time). Conduct a PESTLE analysis to find the suitability of such a product to be launched in India. 8
2. Attempt any **two** from the following : 14
- (a) Discuss the influence of cultural, social and personal factors on consumer buying behaviour.
 - (b) Differentiate between business markets and consumer markets in detail.
 - (c) Discuss the various global product and communication strategies that the firm can use in international markets.

3. Attempt any **two** from the following : **14**
- (a) Explain various strategies available for brand naming with adequate examples on each.
 - (b) Explain major defence strategies used by market leaders.
 - (c) Explain which major segmentation variables could be used for segmenting Tours and Travel packages sold by a tour operator in India.

4. Explain New product development process in detail. **14**

OR

4. (a) Explain service characteristics 'Intangibility and Variability' with their major implications and solutions. **7**
- (b) Discuss the ways in which a company can adapt its pricing to various factors like geographical demand and costs, market segment requirements, service contracts etc. **7**

5. Discuss the channel design decisions that a company will have to make the product available to the consumer. **14**

OR

5. (a) For any brand of your choice, detail out on its 5Ms strategies for advertising. **7**
- (b) Discuss the store based and non-store retail formats available to a marketer. **7**
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