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1705N522

Candidate's Seat No : _____

MBA in DM (Rep) Sem.-2 Examination

DM-203

MM

Time : 2-30 Hours]

May-2025

[Max. Marks : 70

Instructions:

- ***Question no 1 to 5 carry 14 marks each.***

Question 1 [Attempt any 2]

- Explain the nature, functions, and scope of marketing.
- Discuss the evolution of marketing concepts.
- Describe the role and key components of Holistic Marketing.
- What are the major tasks of marketing management?

Question 2: A new startup wants to launch a healthy beverage targeted at urban youth aged 18-25. The market is crowded with energy drinks and carbonated sodas. The company wants to differentiate its product on the basis of health benefits and eco-friendly packaging. As a marketing consultant:

- Identify and explain the basis for segmentation.
- Define your target market.
- Propose a suitable positioning statement.

OR

Question 2: Explain the process and importance of market segmentation. How does product differentiation influence targeting and positioning strategies?

Question 3: Imagine you are launching a new tech gadget (smartwatch) into the Indian market.

- Outline the new product development stages to be followed.
- Design a basic pricing strategy, stating the factors you would consider in price determination and the strategy you would choose.

OR

Question 3: Apply the Product Layer concept on: Hand Sanitizers and Digestive Biscuits.

(P.T.O)

Question 4:

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- a) Promotion includes all the activities that persuade and make the customers. Elaborate the importance of Promotion. And Concept of Integrated Marketing Communication.
- b) A channel of distribution is the pathway through which goods and services flow from the producer/manufacturer to the final consumer. Explain the types of Channels of Distribution.

Question 5-Case study

“Eco-Fresh” is a mid-sized company planning to introduce a new organic personal care product line. The management wants to explore market opportunities in urban India. The product is natural, cruelty-free, and priced slightly higher than regular brands. They want to position it as a premium sustainable brand.

As a marketing manager, address the following:

1. Describe the STP (Segmentation, Targeting, Positioning) approach you would adopt.
2. Outline the innovation diffusion strategy in its context.
3. Propose a suitable pricing policy and justify your choice.
4. Suggest the promotion mix for online channels
5. Create a distribution strategy, considering offline channels.

.....**End of Paper**.....