PRN:		Course Code :	UBA302

Second Year **BBA** End Semester Examination Winter 2023

Marketing Management

Day and Date: Thursday, 14/12/2023 Max Marks: **100**

Time : 2.00 to 5.00 PM Duration: **03** hrs.

Instructions: All questions are compulsory.

		Marks	Bloom's Level	CO
Q.1	**Attempt the following**			
a)	Describe the objectives, importance and scope of marketing in organization and its impact on business success.	08	2	CO1
b)	Explain a marketing mix strategy for a new product in the smart-phone industry.	08	3	CO1
c)	Relate the various forces that compromise the marketing environment considering both micro and macro environmental factors.	09	5	CO1
	OR			
d)	Formulate a marketing strategy for a startup in Hotel industry, including a detailed market segmentation plan, target audience selection and a positioning statement.	09	5	CO1
Q.2	**Attempt the following**			
a)	As a market researcher, design a survey to gather customer feedback on menu items for a fast-food chain with proper market research process.	08	3	CO2
b)	Compare and contrast the data collection methods commonly used in market research, highlighting with their types of marketing research.	08	4	CO2
c)	Appraise the impact of digital technology and e-commerce on consumer behavior. How has the internet and online shopping transformed the way consumers make decisions and purchase products (buying-behavior).	09	5	CO2
	OR			
d)	Design a marketing strategy for a new luxury brand, considering various factors influencing the behavior of high income consumers.	09	5	CO2
Q.3	**Attempt the following**			
a)	Describe the various stages of new product development process in detail.	08	2	CO3
b)	Explain the role of product branding and pricing strategies in creating a unique and recognizable image for a product.	08	2	CO3
c)	Develop a plan for a retailer to expand its operations into the e-commerce space while maintaining the concept of types of channel and importance of distribution channel.	09	3	CO3

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OR

	d)	Interpret an advertising campaign for a tech gadget, incorporating multiple promotional tools from the promotion mix to reach a specific target audience.	09	3	CO3
Q.4		**Attempt the following**			
	a)	Define emerging marketing trends and the impact of emerging technologies on marketing practices in the Indian context.	08	1	CO4
	b)	Develop a digital marketing plan that incorporates various social media marketing strategies to boost online visibility and sales.	08	4	CO4
	c)	Explain the key principles of sustainable marketing and significance of green initiatives in today's business landscape.	09	3	CO4
		OR			
	d)	Develop a Corporate Social responsibility (CSR) focused marketing campaign in terms of its effectiveness in promoting social responsibility and its alignment with the company's core values.	09	3	CO4

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