

**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE
(AUTONOMOUS)**

I – MBA II - Semester Regular/Supplementary Examinations (BR23), June/July - 2025

Marketing Management (MBA)

Time: 3 hours

Max. Marks: 70

PART - A Answer ONE Question from each UNIT (5 x 12 = 60 Marks)

All Questions Carry Equal Marks

PART - B Compulsory (1 x 10 = 10 Marks)

PART -A

UNIT-I		Marks	CO	BL
1.a)	What is meant by the Marketing Mix? List its components.	6M	CO1	BL1
b)	Explain the difference between Product Concept and Production Concept with examples.	6M	CO1	BL2
OR				
2.a)	Evaluate the effectiveness of the Indian Marketing Environment in promoting sustainable business practices.	6M	CO1	BL5
b)	Analyze the role of Green Marketing Concept in the Indian business environment.	6M	CO1	BL4
UNIT-II		Marks	CO	BL
3.a)	Define market segmentation. List any four common bases for segmenting consumer markets.	6M	CO2	BL1
b)	Explain the significance of positioning in marketing strategy.	6M	CO2	BL2
OR				
4.a)	What is positioning? Explain different position strategies for a Mobile Phone instrument	6M	CO2	BL3
b)	Describe how consumer and institutional clientele differ in segmentation.	6M	CO2	BL2
UNIT-III		Marks	CO	BL
5.a)	Explain the objectives of pricing and how they influence pricing decisions.	6M	CO3	BL2
b)	Analyze how the different stages of the Product Life Cycle affect pricing strategy.	6M	CO3	BL4
OR				
6.a)	Illustrate with examples how a company might select the final price of a new product using various pricing methods.	6M	CO3	BL3
b)	Critically evaluate the strategies a company can adopt when responding to a competitor's price changes.	6M	CO3	BL5
UNIT-IV		Marks	CO	BL
7.a)	What are the key elements of a communication mix? Briefly explain each.	6M	CO4	BL2
b)	Discuss the factors that influence in determining sales force size.	6M	CO4	BL4
OR				
8.a)	Describe the steps involved in the communication process.	6M	CO4	BL2
b)	Explain the concept of Integrated Marketing Communication (IMC) and its importance in modern business strategy.	6M	CO4	BL3
UNIT-V		Marks	CO	BL
9.a)	Explain the differences between Intensive, Selective, and Exclusive Distribution strategies with suitable examples.	6M	CO5	BL2

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| b) | Apply the concept of annual plan control to a new product launch in a competitive FMCG market. | 6M | CO5 | BL3 |
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OR

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| 10.a) | List and briefly describe the major types of distribution channels used in marketing. | 6M | CO5 | BL2 |
| b) | What is the roles of profitability control and strategic control in evaluating marketing performance? | 6M | CO5 | BL4 |

PART – B

CASE STUDY

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| 11 | 'GreenGlow Skincare' is an emerging Indian company that offers eco-friendly and herbal skincare products. Initially targeting a broad market, the brand struggled with customer retention and brand recognition. After market research, the company decided to segment its market based on demographics (age and income) and psychographics (lifestyle and environmental consciousness). | Marks | CO | BL |
|----|--|-------|----|----|

GreenGlow identified three major segments:

1. Young Professionals (25–35) seeking chemical-free, premium products.
2. Middle-Aged Consumers (36–50) with skin concerns and higher disposable income.
3. Eco-Conscious Millennials valuing sustainability over price.

The brand then repositioned its messaging and offerings for the first and third segments, focusing on herbal ingredients, minimalist packaging, and cruelty-free certifications.

10M	CO2	BL3 & BL5
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Questions:

- A. How did GreenGlow Skincare apply the STP (Segmentation, Targeting, and Positioning) approach in its marketing strategy? Explain with reference to the case.
- B. Critically evaluate the risks and benefits of GreenGlow's decision to focus on selective market segments rather than the entire skincare market.
