

Total No. of Questions : 5]

PE5833

[6551]-809

F.Y. M.B.A.

MM-551-MJ GC-09 : MARKETING MANAGEMENT

(NEP 2024 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.
- 3) Figures to the right indicate full marks.
- 4) Make necessary assumptions wherever required.
- 5) Support your answer with relevant diagrams.

Q1) Attempt any 5 out of 8

[5×2=10]

- a) Quote examples of differentiated pricing.
- b) Match the pairs :
  - i) Convenience goods A) A blindstick
  - ii) Shopping goods B) A pent house
  - iii) Luxury goods C) A toothpaste
  - iv) Unsought goods D) A party wear dress
- c) Identify the blank spaces :

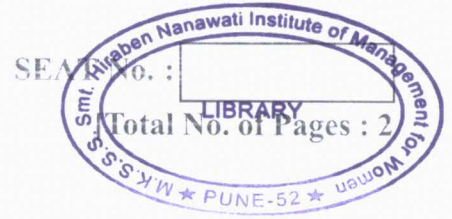
\_\_\_\_\_ is browsing products in a physical store and then buying them online, while \_\_\_\_\_ is researching products online and then buying them in a physical store.
- d) List down 4C's of connected marketing mix.
- e) Define last-mile logistics.
- f) State with example phygital channels.
- g) Recall various tools of promotion mix.
- h) Name two types of dynamic pricing.

Q2) Attempt any 2 out of 3

[2×5=10]

- a) Differentiate between customer fulfillment centre and dark store.
- b) Differentiate between Wholesaler & Retailer.
- c) Explain marketing audit.

P.T.O.



**Q3) Answer any one.**

**[10]**

- a) Mr. Rakesh is a part of innovative team at Amul. The company wants to develop a new plant-based dairy alternative to tap into the growing vegan market in India. As a product development lead how will Mr. Rakesh apply the steps of new product development process to bring the product in market.
- b) A company is launching premium skincare brand called 'Glowstars' in the Indian market, targetting millennial and Gen Z consumers. Apply a mix of traditional, digital and phygital marketing channels to reach the target customers.

**Q4) Answer any one.**

**[10]**

- a) Zunotech, a startup, launching a smart fitness band with unique AI-driven health insights, entering a highly competitive Indian wearable market dominated by players like Mi, Realme, Fitbit. Analyze various pricing approaches for the product and determine the most suitable one.
- b) Lenskart has launched a new line of smart glasses and they are on the way of implementing the engagement of customers from pre-launch to post launch journey. Analyse various immersive marketing tools to be integrated in the marketing communication process.

**Q5) Attempt any one.**

**[10]**

- a) Nike is planning to launch a limited edition line of sustainable sneakers targeted at Gen Z sports person. As a part of brand's team responsible for framing a connected marketing strategy using the four C's framework how can Mr. XYZ create emotional engagement and Buzz.
- b) MamaEarth, a D2C personal care brand, is planning to Launch a new line of baby skincare products in highly competitive market dominated by traditional brands like J & J and Himalaya. As a Marketing manager use 5A frame work to design a promotional strategy.

**x**

**x**

**x**



Total No. of Questions : 5]

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Total No. of Pages : 2

★ PUNE-82 ★

[6430]-509

M.B.A.

**201 : (GC - 09) Marketing Management  
(MM551 MJ) (2024 Pattern) (Semester - II)**

**Time : 2½ Hours]**

**[Max. Marks : 50**

**Instructions to the candidates :**

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

**Q1) Solve any Five of the following: (2 marks each).**

**[ 10]**

- a) State the concept of Differentiated pricing.
- b) Define Unsought goods.
- c) Memorize the concept of Omni-channel options.
- d) Maggi instant noodles are an example of
  - i) Shopping products
  - ii) Speciality products
  - iii) Convenience products
  - iv) Unsought products
- e) Which of the following is an example of psychological pricing?
  - i) Pricing a burger at Rs. 99 instead of Rs. 100
  - ii) Offering bulk discounts
  - iii) Charging different prices in different countries.
  - iv) Selling smartphones at the same price everywhere.
- f) State the concept of Marketing Audit.
- g) Which of the following best describes phygital Retailing?
  - i) A mix of Physical and Digital shopping experiences.
  - ii) A business that only sells through digital ads
  - iii) A store that doesn't allow digital payments.
- h) State the concept of product mix.

**P.T.O.**

**Q2) Solve any Two of the following: (5 marks each)**

**[10]**

- a) Differentiate between show-rooming and Webrooming.
- b) Differentiate between consumer products and Industrial products
- c) Explain three types of pricing methods used in online marketing.

**Q3) Answer any one**

**[10]**

- a) An optical store would like to launch a new product line of spectacles targeted towards youth of India. Determine suitable channels of distribution used by the company.
- b) Determine the product mix of a leading FMCG company offering various cosmetic products across India.

**Q4) Answer any one**

**[10]**

- a) "The synergy created by a well-integrated marketing communication program is greater than the sum of its individual parts". Analyse this statement in context to Electric Vehicles industry.
- b) Analyse the product mix of 'Nestle' in Indian consumer products market.

**Q5) Answer any one**

**[10]**

- a) A well-established chain of "Boutique Hotels" is planning to launch a new-line of "Eco-friendly Amenity Products". Design a marketing plan for this new product line. Make suitable assumptions.
- b) You are appointed as the Marketing Manager for a newly launched "Playzwin.com", an online gaming service offering various sports categories. Explore and suggest suitable pricing strategies for the company.

