



Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd.u/s 3 of UGC Act 1956, Category A by MHRD [now MoE]
Re-accredited with an 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India
Continuous Internal Assessment – II –April 2025
II Semester

Class: I Year
Branch: MBA, MBA SF

Time: 2 Hours
Max. Marks:60

23MBAC13- Marketing Management

Course Outcomes:

On the completion of the course, students will be able to

- CO1:** Formulate marketing strategies that incorporate paradigm shifts in consumer behaviour and expectations.
- CO2:** Develop marketing strategies aligned with social responsibilities, and corporate objectives and strategy.
- CO3:** Collect, process, and analyze data to make informed global marketing decisions.
- CO4:** Analyze marketing problems and provide solutions based on a critical examination of ethics, information, environment, regulatory compliance and technology.
- CO5:** Apply knowledge and skills to real-world experiences to innovate and market new ideas and products.

Part A

6 x 1 = 6

Choose the Correct Answer

- 1 In Marketing 4.0, What is the sequence of 5 A's in customer path? **CO3K3**
- A. Aware
B. Appeal
C. Ask
D. Act
E. Advocate
a) A, B, C, E and D.
b) A, B, C, D and E.
c) A, C, B, E and D.
d) A, B, D, E, and C.
- 2 Which of the following is a key characteristic of the connected customer in Marketing 4.0? **CO3K2**
- a) Passive consumer of mass media
b) One-way communication with brands
c) Actively participates in creating and sharing brand experiences
d) Dependent solely on traditional advertising
- 3 Given below are two statements: one is labelled as Assertion A and the other is labelled as Reason R **CO3K5**
- Assertion (A):** Value-based pricing sets prices primarily based on customer perceptions of value.
Reason (R): Value-based pricing allows businesses to charge premium prices
In the light of the above statements, choose the most appropriate answer from the options.
- a) Both A and R are correct, and R is the correct explanation of A
b) Both A and R are correct, but R is NOT the correct explanation of A
c) A is correct but R is not correct
d) A is not correct, but R is correct
4. **Statement I:** Cost-based pricing ignores customer demand and competition. **CO3K4**
Statement II: Cost Pricing ensures that prices always reflect perceived customer value
- a) Both statements I and II are true.
b) Both statements I and II are false.
c) Statement I is true and statement II is false.
d) Statement I is false and Statement II is true

5. What is the importance of customer advocacy? CO3K2
- It reduces marketing expenses by eliminating the need for paid ads
 - It drives brand growth by encouraging loyal customers to recommend the brand
 - It focuses only on offering loyalty programs
 - It is less effective than traditional advertising
6. _____ is a marketing approach that leverages the physical environment and location to influence consumer behaviour and enhance brand experience CO1K3
- Meta Marketing
 - Morph Marketing
 - Spatial Marketing
 - Content marketing

PART B

3 x 6 = 18

Answer ALL questions

Each answer should not exceed 400 words or two pages

7. a. Considered a brand and present its STP strategy in the digital era. CO3 K3
(Or)
7. b. Which of the Marketing 4.0 Archetypes will you suggest to market Luxury products and why? CO3 K3
8. a. What are the strategies in the product life cycle and what are the strategies that can be implemented at the maturity stage of the product? CO2 K2
(Or)
8. b. Highlight Marketing 4.0 paradoxes and indicate the related delivery and promotion systems. CO2 K2
9. a. What is Multisensory Marketing? CO2 K3
(Or)
9. b. What do you understand by the term "Immersive Marketing"? CO2 K3

PART C

3x12=36

Answer ALL questions

Each answer should not exceed 800 words or four pages

10. a. Explain Immersive marketing strategies for Phygital Natives. CO1K5
(Or)
10. b. Explain the new tactics leveraging Marketing tech in marketing 5.0. CO1 K5
11. a. "The product life cycle is getting shorter and shorter". Why and what agile marketing strategies can be applied to overcome the challenge? CO5K4
(Or)
11. b. Explain in detail the marketing tactics of Zomato and Swiggy. Which one of them is strong in the customization of services and promotions. Justify your answer. CO5K4
- 12 **Case Study: (Compulsory Question)** CO4K6
- One of the main challenges marketers face today is the extreme polarization happening in every aspect of human lives, from jobs to ideologies to lifestyles to markets. The root cause is the widening gap between the top and bottom socioeconomic classes. The middle market starts to disappear, either dropping down or going up. When everything is polarized, there are only two meaningful ways to position your brands and companies. It limits the markets in which businesses can play. But most importantly, it limits growth opportunities, especially amid the slowing economy and the proliferation of players.
- Inclusive and sustainable marketing aligned with the sustainable development goals (SDGs)-solves the problem through a better redistribution of wealth, which in turn will return the society to its original shape. Companies must embed the concept in their business model, investing back into society with purpose. Businesses must utilize technology as it will play a major role in accelerating progress and opening up opportunities for everyone.
- Questions:
- Have you embraced the concept of human-centricity in your organization and included social impact in your vision, mission, and values?
 - Think of how you can make more impact by aligning your strategies to the sustainable development goals (SDGs). Which of the 17 goals are related to your business?

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