



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 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test I – February 2025

Semester-II

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 expectation.

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. Which one of the following sets represents the C's of the marketing mix? CO3K3
 - A. Customer solution
 - B. Cost.
 - C. Convenience.
 - D. Communication.
 - a) A, B, C and D.
 - b) A, B, and D.
 - c) A, C and D.
 - d) A, B, and C.

2. Re-marketing is used for creating demand for which of the following? CO3K2
 - a) Non-usable product
 - b) Reusable products
 - c) Renewed use of existing products
 - d) New Products

3. Given below are two statements: one is labelled as Assertion A and the other is labelled as Reason R CO3K5

Assertion (A): Low initial price is regarded as the principal means for entering into the mass market for some new products.

Reason (R): Low initial price gives a competitive edge from the competitors.

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:** Skimming pricing is commonly used for functional products . CO3K4
Statement II: Dynamic pricing charges customers different prices for the same good or service based on fluctuations in market demand
 - 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. In the buying process, the phase at which a customer recognizes a need or a problem is termed as_____.
- Information Search
 - Alternative Evaluation.
 - Need Recognition.
 - Purchase
6. The evaluation of the difference between total benefits and total costs of one marketing offer in comparison to competitive offers is known as?
- Customer Satisfaction
 - Customer Perceived Value
 - Customer Expectation.
 - Customer Relationship

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 marketing strategies.
- (Or)
- 7.b. Suppose you are going to take a two-week vacation when you graduate. How will you decide on your destination? Use the five-stage purchase decision process to structure your answer.
- 8.a. Compare three retail outlets and infer the segmentation, targeting and positioning strategies of each store
- (Or)
- 8.b. Highlight three social changes and indicate the related changes in product choices and delivery systems.
- 9.a. Define product personality with examples.
- (Or)
- 9.b. What do you understand by the term 'Meta-Marketing'.

PART C

3x12=36

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 10.a. Is Marketing an Evolution or Revolution? Justify with examples
- (Or)
- 10.b. The marketing environment is invariable assumed to be uncontrollable; however, successful marketers have adopted a 'can-do' attitude towards the marketing environment and have partly succeeded in shaping it. Discuss how, with the help of an example?
- 11.a. Describe in detail about Blue Ocean Strategy with examples.
- (Or)
- 11.b. Identify the product lifecycle stages for each of the following product and suggest one marketing strategies for each.
- Mobile phone
 - Insurance
 - Online Education
 - Movies on OTT
 - e-Bike
 - Rapido / Uber
12. **Case Study:** (Compulsory Question)
- Bata India is a major footwear producer. Why would it make business sense and social sense for Bata to increase efforts in rural markets? As Bata's marketing head, what objectives would you set for entering rural markets? Design Rural Marketing strategy across the 4 Ps for Bata.

Submitted by: Dr.P.Chitramani, Dr.V.Agneeswarisowmiya

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