



## 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

### Master's Degree Examination – May 2025 II Semester

**Class: I M.B.A.**  
**Major: Business Administration**

**Time: 3 hours**  
**Max. Marks: 100**

#### 23MBAC13 Marketing Management

##### Course Outcome:

- 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 analyse data to make informed global marketing decisions.
- CO4: Analyse 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 Choose the Correct Answer

10 x 1 = 10

1. Marketing 4.0 deals with a major shift from CO1K1  
a. Traditional to digital where Online Meets Offline, Style meets Substance  
b. Product-driven to customer – centric approach of marketing  
c. 7P's of marketing to 4 P's of integrated marketing  
d. product-driven marketing to customer-centric marketing to ultimately
2. A marketing information system (MIS) caters to the needs of CO1K1  
a. marketing decision      b. databases      c. safeguard      d. customized
3. \_\_\_\_\_ refers to the buying behavior of final consumers. CO2K1  
a. Consumer buyer behavior      b. Target market buying  
c. Market segment buying      d. Business buying behaviour
4. \_\_\_\_\_ has become increasingly important for developing a marketing strategy in recent years. CO2K1  
a. Change in consumers' attitudes      b. Inflation of the dollar  
c. The concept and the brand  
d. Age groups, such as the teen market, baby boomers, and the mature market
5. \_\_\_\_\_ consists of evaluating each market segment's attractiveness and selecting one or more segments to enter. CO3K1  
a. Positioning      b. Mass customization      c. Market targeting      d. Market segmentation
6. What pricing strategy focuses on charging different prices for the same product or service based on customer segments? CO3K1  
a. Value-Based Pricing      b. Cost-Based Pricing  
c. Dynamic Pricing      d. Skimming Pricing
7. What are the three primary functions of physical distribution? CO4K1  
a. Transportation, warehousing, and inventory management  
b. Advertising, pricing, and product design  
c. Promotion, sales, and customer service  
d. Market research, new product development, and branding

8. Which element in the IMC strategy considers how the level of complexity in IMC strategies leads marketers to design new ways to measure the results of IMC campaigns? CO4K1  
 a. The consumer b. Evaluation of communication  
 c. The channels through which the message is communicated d. Evaluation of the products
9. The power shift, often mentioned in Marketing 4.0, became possible because of CO5K1  
 a. Globalization b. Artificial Intelligence c. Internet d. Economic shift
10. Apple's iTunes has been disrupted by and its music-streaming business model CO5K1  
 a. Amazon Music b. Gaana c. Play Music d. Spotify

**Part B**

**5 x 6 = 30**

**Answer ALL questions**

**Each answer should not exceed 400 words or two pages**

- 11.a. Describe the concepts of marketing 4.0. CO1K1  
 (or)
- 11.b. Explain the functions of public distribution system (PDS). CO1K3
- 12.a. Discuss the importance of buyer behaviour. CO2K2  
 (or)
- 12.b. Describe the purpose of marketing environment analysis. CO2K1
- 13.a. List the main requirements for effective segmentation. CO3K3  
 (or)
- 13.b. Discuss the various stages of product life cycle and its strategies with suitable examples. CO3K2
- 14.a. Describe the channel functions in marketing management. CO4K1  
 (or)
- 14.b. Illustrate the basic affecting factors of advertising. CO4K1
- 15.a. Classify the influential digital subcultures. CO5K2  
 (or)
- 15.b. Explain the benefits of data-driven marketing. CO5K2

**Part C**

**5 x 12 = 60**

**Answer ALL questions**

**Question No 20. Case is Compulsory**

**Each answer should not exceed 800 words or four pages**

- 16.a. Enumerate the components of a marketing information system. CO1K5  
 (or)
- 16.b. Summarize the cyber law's role in marketing management. CO1K5
- 17.a. Assemble the several key components of a comprehensive industry analysis. CO2K6  
 (or)
- 17.b. Summarize the General Electric approach to strategic planning. CO2K5
- 18.a. Illustrate the various stages of new product development. CO3K5  
 (or)
- 18.b. Categorize the different pricing strategies with suitable examples. CO3K4
- 19.a. Conclude the various techniques of sales promotion. CO4K5  
 (or)
- 19.b. Express the different steps of the IMC process. CO5K6

## 20. Case Study:(Compulsory question)

C05K6

### The "Got Milk" Campaign

#### History of "Got Milk"

During World War II The US government ramped up milk production to send to the troops abroad, advertising it as a drink for healthy bones and teeth. In the 1980s, there was a dramatic decline in demand for milk due to the rise of sugary drinks. As demand declined, dairy farmers in the United States didn't reel back in production and were asking the government to do something about the surplus of milk sitting on shelves and in warehouses. To battle the soda giants, the government fought back by advertising how cool milk could be and how good it was for your body.

#### The Slogan

In 1993, Goodby, Silverstein & Partners led a focus group. The participants were asked not to drink milk for a week before the study. The goal was to understand consumers' milk habits. They discovered that, as one participant put it, people only notice milk when they run out. Running out of milk was the selling point they were looking for. This is where the slogan "got milk" came from. Instead of the benefits of milk, people focused on the frustrations of not having milk. The "Got Milk" campaign's success and clever marketing stopped milk sales from declining over the last few decades. One of the most famous campaigns that came to be in the last 30 years is the Got Milk campaign from the 1990s.

You might recognize it from its bold white font on a black background or from countless celebrities and models wearing the signature white milk mustache on magazines, billboards, and television commercials.

So, what made this campaign about milk so successful?

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