

End Term Examination – April-May, 2025

UG II Semester BBA

Marketing Management

Max. Marks: 100

Time: Three Hours

Instructions:

1. *Attempt any five questions.*
2. *All questions carry equal marks.*

Q1. Explain the concept of product positioning in detail. Give examples wherever necessary.

(Marks 20)

Q2. Granos Better Ketchup is a sugar free ketchup sweetened with jaggery. Unlike conventional ketchups, which are sugar based, Granos Better Ketchup is made with 100% natural ingredients; i.e. no refined sugar, no preservatives and no acidity regulators. This makes the product healthy appealing to the health-conscious consumers.

Formulate the marketing mix for Granos Better Ketchup.

(Marks 20)

Q3. Define marketing environment. Explain the different components of marketing environment.

(Marks 20)

Q4. Amrithaa Dairy is a major player in Tamil Nadu's Dairy industry. It has a processing capacity of five lakh litres of milk per day. Its dairy products like milk, flavoured milk, ghee, curd, butter, paneer, etc. are marketed across the country. Amrithaa Dairy had an annual turnover of Rs. 485 crores in 2024.

Explain the process of distribution channel for Amrithaa Dairy products.

(Marks 20)

Q5. Describe marketing planning and marketing control.

(Marks 20)

Q6. Kareena Kapoor Khan has launched Magnum Pistachio Ice Cream, a product by Magnum Ice Creams. List out the reasons for choosing Ms. Kareena Kapoor Khan as a brand ambassador for Magnum Ice Creams. Also compare the impact of celebrity endorsed advertising for FMCG products, specialty products and shopping products.

(Marks 20)



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Q1. Define the term packaging and labelling. Explain these concepts by giving suitable examples.

(Marks 20)

Q2. The category for ice creams and frozen desserts remain unserved in the Indian market. There is a huge opportunity for growth in this market. It is possible because the cold chain infrastructure in our country is improving and there is an increase in the home refrigerator penetration. Taking advantage of this situation, Kquality Wall's has launched Golden Spoon, which comes in four options: 2-in-1 Chocolate Vanilla, 2-in-1 Mango Vanilla, Mithai Magic containing boondi and pure Vanilla.

List out the factors influencing consumer behaviour for Kquality Wall's Golden Spoon.

(Marks 20)

Q3. Define market segmentation. What are the different basis of marketing segmentation? Explain by giving examples.

(Marks 20)

Q4. As a marketing research consultant, identify and examine the information required to be collected for Maruti Suzuki 2025 Grand Vitara for the formulation of marketing mix.

(Marks 20)

Q5. Write a short note on salesforce designing.

(Marks 20)

Q6. Formulate product strategies and promotional strategies for an expensive tea brand.

(Marks 20)