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I Semester M.B.A. (Day & Evening) Degree Examination, April/May - 2026

MANAGEMENT

Marketing Management

(CBCS Scheme 2019 Onwards)

Paper : 1.6

ACHARYA INSTITUTE OF GRADUATE STUDIES
LIBRARY
Date:
BANGALORE-107

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any Five of the following questions. Each question carries 5 marks.(5×5=25)

1. Explain the evolution of the marketing concept from production to societal orientation.
2. Define market segmentation and list its major bases with examples.
3. Differentiate between branding and packaging in product decisions.
4. What are the functions of distribution channels? Give two examples of intermediaries.
5. Briefly discuss ethical aspects of marketing practices.
6. What is green marketing? Provide one real-world example.
7. Outline the factors influencing pricing decisions in a competitive market.

SECTION - B

Answer any Three of the following questions. Each question carries 10 marks.

(3×10=30)

8. Analyze the steps in market Segmentation, Targeting, and Positioning (STP) with a suitable example from the FMCG sector.
9. Discuss Product Life Cycle (PLC) stages and their strategic implications for pricing and promotion. Illustrate with a diagram.
10. Describe channel management decisions and the role of retailing in physical distribution.
11. Elaborate on the promotion mix elements, focusing on advertising budget determination and media selection.

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SECTION - C

12. Compulsory Case Study: **(1×15=15)**

EcoGreen Beverages, a Bengaluru-based startup, launched organic fruit juices targeting health-conscious millennials in 2025. Facing competition from established brands like Real and Tropicana, they segmented the market by demographics (ages 18-35, urban professionals) and psychographics (eco-friendly, fitness-oriented). Initial pricing used penetration strategy at Rs. 50 per 250 ml bottle to gain market share, but sales stagnated due to poor distribution in supermarkets and low awareness. Macro environment factors like rising health trends (post-COVID) and green regulations helped, but micro issues like supplier delays for organic fruits increased costs. Promotion relied on social media influencers and cyber marketing, achieving 10K Instagram followers but limited conversions. Marketing research revealed 60% consumers preferred sustainable packaging. Company now considers relationship marketing via loyalty apps and international expansion to UAE. Analyze and suggest strategies.

Questions:

a) Identify STP applied by EcoGreen and suggest improvements.

b) Evaluate the pricing strategy's effectiveness and recommend alternatives.

c) Assess promotion mix shortcomings and propose enhancements using digital tools.

d) Recommend distribution and research steps for sustainable growth.
