140106

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

MANAGEMENT

Marketing Management

(CBCS Scheme 2025 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 Importance of ethics in marketing with reference to the elements of the marketing mix.
2. How do marketing segmentation and targeting help a company position its products effectively in the minds of customers?
3. How does Maslow's model influence Marketing?
4. Illustrate with a suitable example why sales strategies differ between B2B and B2C markets.
5. Discuss the Emerging trends and challenges in Mobile marketing.
6. How does CRM enable businesses to deliver seamless omnichannel customer experiences?
7. Illustrate AI/AR driven online marketing strategy.

SECTION - B

Answer any Three of the following questions. Each question carries 10 marks. (3×10=30)

8. Discuss the Macro level and Micro level factors in Marketing Management.
9. Enumerate how psychological factors influence consumer buying decision.
10. Discuss how marketing analytics and dashboards support effective sales forecasting and decision making.
11. AI and Marketing Automation Tools are essential for marketing management in the digital era-Discuss with suitable examples.

[P.T.O.

SECTION-C

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

Founded in 1973 by Yvon Chouinard, Patagonia is a U.S.-based outdoor apparel company recognized for environmental sustainability and ethical business practices. Its production focuses on durability and minimal environmental impact by using recycled and regenerative organic materials. Through an outsourced, audited supply chain and its "Worn Wear" repair program, the company promotes circularity and waste reduction. The company's strengths include strong brand authenticity, loyal customers, ethical positioning, and sustainable innovation. It donates 1% of sales to environmental causes and is known for bold campaigns like "Don't Buy This Jacket," promoting conscious consumption aligned with Gen Z values.

Patagonia operates globally with a purpose-driven model centered on high-quality products, direct-to-consumer sales, and environmental activism embedded in its brand identity. It targets consumers willing to pay premium prices for sustainable and durable products. In 2022, ownership was transferred to a trust and nonprofit organization to ensure profits support climate action.

However, by 2025 Patagonia faces challenges such as rising carbon emissions (2% increase instead of a 10% annual reduction target), missing its goal of 100% preferred materials (achieved 84.1%), and limited use of secondary waste in synthetics (6%). It also navigates global trade pressures and evolving Environmental, Social, and Governance regulations. Despite these issues, the company remains transparent and is investing in supplier decarbonization and innovative materials.

Questions:

a) Design a marketing Mix (4Ps) for the Patagonia to overcome the challenges.

b) "Conscious consumption a powerful differentiator" Justify from the context of Gen Zee.