



	WINTER-2023		
	Exam Seat No.:		
	Academic Year:2023-2024	Semester:I	
	Name of Programme:MBA	Pattern:2022	
	Name of Course:Marketing Fundamentals	Course Code:MBA22102	
	Max. Marks:60	Duration:2 hr 30mins	

	<p>Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.</p> <ol style="list-style-type: none">1. This question paper contains <u>2</u> page(s).2. Answer to each new question is to be started on a new page.3. Assume suitable data wherever required, but justify it.4. Draw the neat labelled diagrams, wherever necessary.5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.6. Question 1 and 2 are compulsory. Solve a or b and c or d from question number 3,4 and 5	
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Question No. 1 Attempt following Question

- 1a) Describe SWOT Analysis of Coca-Cola (6) CO1

Question No. 2 Attempt following Question

- 2a) Define global marketing and discuss key aspects and considerations in global marketing. (6) CO2

Question No. 3 Attempt following Question

- 3a) What do you mean by segmentation? Examine Major Segmentation Variables of Consumer Markets in detail. (8) CO3

OR

- 3b) Explain Positioning with an example. What are the various ways for developing positioning strategies? (8) CO3

- 3c) Determine 7P's marketing mix for Mcdonalds. (8) CO3

OR

- 3d) Examine 7P's of Amul marketing mix (8) CO3

Question No. 4 Attempt following Question

- 4a) Outline the benefits of sms marketing? How does Swiggy use sms and notifications to communicate with the customer. (8) CO4

OR

4b) What is the goal and the need for Integrated Marketing Communication (IMC)? (8) CO4

4c) Define Direct Marketing. Break down how Nike uses Direct Marketing to connect with customers? (8) CO4

OR

4d) Outline the key components of Marketing Communication mix with an example. (8) CO4

Question No. 5 Attempt following Question

5a) Summarize the types of E-commerce businesses with an example. (8) CO5

OR

5b) Explain five flows in marketing channel for Monster Beverages with the help of block diagram. (8) CO5

5c) Choose a name for the E-commerce business (beauty and personal care product) and write down the marketing strategies implementation for E-commerce business. (8) CO5

OR

5d) Compare digital and traditional marketing with an example. (8) CO5