



**K. K. Wagh Institute of Engineering Education and Research,
Nashik**

(An Autonomous Institute from A. Y. 2022-23)

**Model Answer
End-Sem Examination- Winter 2025**

Academic Year: 2025-26	Sem:II
Class: PG I	Program:MBA
Branch Code:10	Pattern: 2024
Name of Course:Advanced Marketing Management	Course Code:2410511

Q. No.	Details
Q.1	<p align="center">Unit 1 (6 marks)</p> <p>Explain the Product Line, Product Length and Product Width with a suitable example. (2 marks for each explanation)</p> <p>Ans.</p> <p>Example</p> <ol style="list-style-type: none"> Width : Number of different product lines carries by the company. Length : Total number of items in the product mix of the company. Depth : Assortment of size, colour and models offered in each item of a product line. Consistency : It refers to the relationship of various product line either in their end use, production requirement, distribution channel or other way.
Q.2	<p align="center">Unit 2 (6 marks)</p> <p>Write a short note on the given below Pricing Strategy with examples: a) Skimming Pricing b) Psychological Pricing (3 marks for each strategy)</p>



Ans. **Market-Skimming Pricing** is opted by those companies who have launched new products and have no competition. They charge high prices at first and later on lowers them. Apple's iPhone pricing strategy, where they start with a high initial price for a new product and then gradually lower it over time.

- Samsung's Galaxy S20 launch, which began with a high price and followed a price skimming strategy.
- Luxury brands in the fashion industry that initially price their products very high to target fashion enthusiasts or brand lovers.

Psychological pricing can also be described as setting prices lower than a whole number — for example, **\$3.99 is perceived as “cheaper” than \$4.** The idea is that customers will perceive the slightly lower price as a deal and be motivated to make the purchase.

1. It is a pricing as well as marketing strategy which means that certain prices have a psychological impact on the customers
2. Retail prices are often expressed as "odd prices": a little less than a round number eg Rs. 199 ,99 etc
3. The theory that drives this is that lower pricing such as this institutes greater demand than if consumers were perfectly rational.

a)What is a Marketing Channel?Write a note on any 6 Digital Marketing Channels.
(8 marks)

(2 marks for first question),(1 mark for each channel)

Ans. A marketing channel is a network of individuals, businesses, and processes that work together to move products from the production phase to the ultimate user. It encompasses all personnel, businesses, and procedures required to provide commodities and services to customers for use and satisfaction. Marketing channels can be either online or offline, free or through paid advertising.

Q.3





OR

b) Elaborate on the types of Retailers. (8 marks)

(1 mark for explanation of each type)

Ans. On the basis of the size of the business, product mix, pricing and service level and ownership of the business, it can be classified into the following categories:

- i. Itinerant or Mobile Traders.
- ii. Fixed shop small retailers.
- iii. Fixed shop large scale retailers.



1) The traders who have no fixed place of sale are called Itinerants. They move from one place to another place in search of customers

2) Peddlers and Hawkers: Peddlers are individuals who sell their goods by carrying on their head or shoulders moving from place to place on foot. Hawkers are petty retailers who sell their goods at various places such as bus stop, railway station, Public Park and gardens, residential areas and other public places using a convenient vehicle to carry goods from place to place.

3) Street Vendors: The traders sit on the footpath of the road or at the end of the road (pavement) and sell their goods such as fruits, vegetables, books, etc. are called Street vendors.

4) Market Traders: Small traders open their shops at different places on fixed days or dates such as every Sunday or alternative Wednesdays and so on (Varasandhai - weekly market). They deal in one particular line of merchandise and in low priced consumer items of daily use.

5) Cheap Jacks: Those retailers who have independent shops of temporary nature in a business locality are depending upon the potentiality of the area. They deal in consumer goods and services such as shoes and chappals, plastic items, repair of watches, etc.

6) General Stores: General Stores sell a wide variety of products under one roof, most commonly found in a local market and residential areas to satisfy the day-to-day needs of the customers residing in nearby localities. They remain open for long hours at convenient timings and often provide credit facilities to their regular customers. For example, a provision store deals in grocery, bread, butter, toothpaste, soaps, washing



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powder, soft drinks, confectionery, stationery, cosmetics, etc.

7) Single-line Stores:Single-line Stores are small shops which deal in a particular line of products such as garments, stationery, textiles, medicines, shoes, etc. They are generally situated in market places and deal in a variety of goods in that line of product.

8).Speciality Stores:Speciality Stores deal in a particular type of product under one product line only.For example, Sweets shop specialised in Tirunelveli Halwa, Bengali Sweets, etc.

c) Who are Wholesalers?Write a note on 3 types of Wholesalers.

(8 marks),(2 marks for first question),

(2 marks for explaining each type of wholesaler)

Ans.**Who are Wholesalers?**

A wholesaler is a person or corporation that sells big quantities of items to retailers or other professional enterprises that are not end users.Wholesalers play an important role in the marketing channel setup. Most of the time, they serve numerous important services that are crucial to the seamless movement of commodities, ownership, finance, and information.

Types of Wholesalers:The wholesalers can be classified into three types:

1. Merchant Wholesalers:These are the most popular wholesalers used in the private label, FMCG, and agricultural industries.Simply put, merchant wholesalers are the people that purchase products directly from manufacturers, keep them, and then resell them to customers.They aren't restricted to selling exclusively to retail or only to online customers, and they may sell through any channel.

2. Full-Service Merchant Wholesalers:Full-Service Wholesalers are also known as **Full-function Wholesalers.**They are the market's second most popular type of wholesalers.They can be found most frequently in engineering or consumer durable products.As implied by the term, full-service wholesalers provide complete service to the final retailer.The products are sold to a reseller (in this case, a retailer) by these wholesalers who mostly work in the retail sector.In the real world, many full-service wholesalers launch a second related services firm and begin providing services in addition to the products they are wholesaling.**For example,** a Videocon wholesaler just opened a Videocon service center.

3. Limited-Service Merchant Wholesalers:Even though full-service merchant wholesalers carry out a product line, they provide their customers with a complete line of extra services.However, it may be possible that some of the customers may not want all services, or may not want to pay for some of the services. They may prefer to get lower prices for the product by sacrificing services. For those types of customers, Limited-Service Merchant Wholesalers came into existence.

OR

d)Write a note on :1)Fullfilment Center 2)Dark Stores.

3)Blockchains 4)Last Mile Delivery

(8 marks) ,(2 marks for each)

Ans.1)A customer fulfillment center is a facility that:Stores, processes, and ships products directly to customers on behalf of ecommerce businesses.Manages inventory and ensures timely delivery of goods.Handles the end-to-end process of fulfilling product orders.Serves as a centralized location for managing all aspects of order processing and logistics.A fulfillment center differs from a warehouse in that it offers a wide range of services, including inventory management, order processing, and



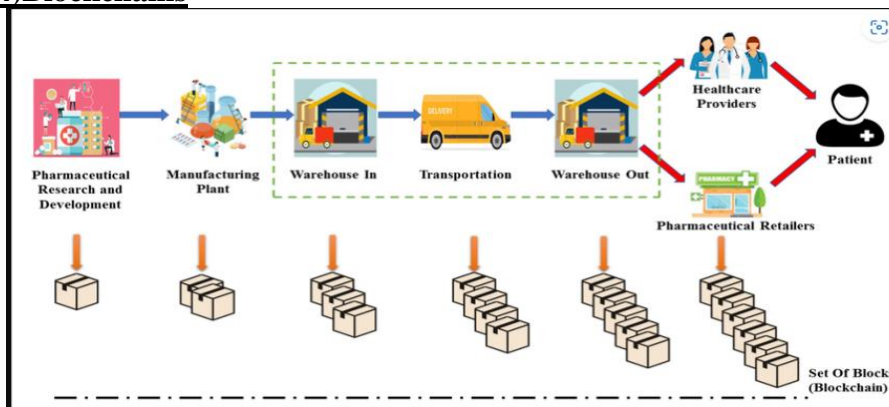
shipping logistics. Fulfillment centers play a crucial role in the space of e-commerce by streamlining the process of getting products from sellers to customers. Here's how they work:

- when an online shopper places an order,
- it is automatically sent to the fulfillment center,
- where items are picked from storage shelves by warehouse staff or [robots](#).

2) A **dark store** is a retail outlet that looks like a regular store but isn't open to customers. Instead of people walking in to shop, it's used only to fill online shopping orders. These stores act as a mini-warehouse where products are picked, packed, and delivered to your doorstep.

3) The **"last mile"** in logistics refers to the final leg of a product's journey from the warehouse or distribution center to its final destination, typically the consumer's home or business. This last mile is often considered the most critical and challenging aspect of the supply chain due to its complexity, cost, and impact on customer satisfaction. An example of last-mile logistics is a delivery truck from an online retailer like Amazon that drops a package off in a customer's mailbox or on their porch. Once your order is placed, it's picked, packed, and shipped from a warehouse. The last-mile portion begins when your package is loaded onto a local delivery vehicle and transported to a home or business. This includes not just transportation but also aspects like route optimization, customer communication, and delivery confirmation.:

4) **Blockchains**



a) What is Marketing Communication? Elaborate on its Role and State its Importance. (8 marks)

(2 marks for first question), (3 marks for role), (3 marks for importance)

Ans. **Marketing Communications (Marcom):** Marketing communications (also known as marcom) is the messages and media that marketers use to communicate with target markets. Examples of marketing communications include, traditional advertising, direct marketing, social marketing, presentations

Q.4

The role of marketing communication includes:

- Creating brand awareness
- Generating leads
- Building relationships with customers and stakeholders
- Providing customer education
- Increasing website traffic
- Improving search engine rankings



- Influencing consumer behavior
- Educating the public
- Supporting social causes
- Driving cultural trends

The Importance of Marketing Communication in Business



OR

b)Elaborate on the Role of Advertising,Public Relations,Direct Marketing and Sales Promotion in Marketing Communication.

(8 marks),(2 marks for each point)

Ans.**Advertising:** Businesses significantly invest in promotional content across several platforms, such as television, radio, social media, and YouTube. Despite their high cost, these programs can significantly increase revenue and brand awareness. For example, a vehicle manufacturer may run a YouTube commercial highlighting the cutting-edge features of their latest model.

Direct Marketing: Unlike distributing promotional messages to a vast audience, direct marketing entails generating tailored pitches for a more specific, designated audience. For example, a clothing company might create a newsletter featuring winter-appropriate items for customers in colder climates.

Sale Promotions: Sales promotions, such as discounts, loyalty programs, and freebies, assist firms in liquidating excess inventory and enticing customers. A new bookstore may offer a “buy one, get one free” promotion to attract customers and boost its profile.

Public relations is a robust and credible method that assures third-party suggestions and increases brand credibility. Businesses frequently utilize press releases, crisis management, and strategic collaborations to influence public opinion. For example, a technology company could collaborate with a popular blogger who writes an honest evaluation of their products .

c)Explain the 5M’s of Advertising giving suitable examples.

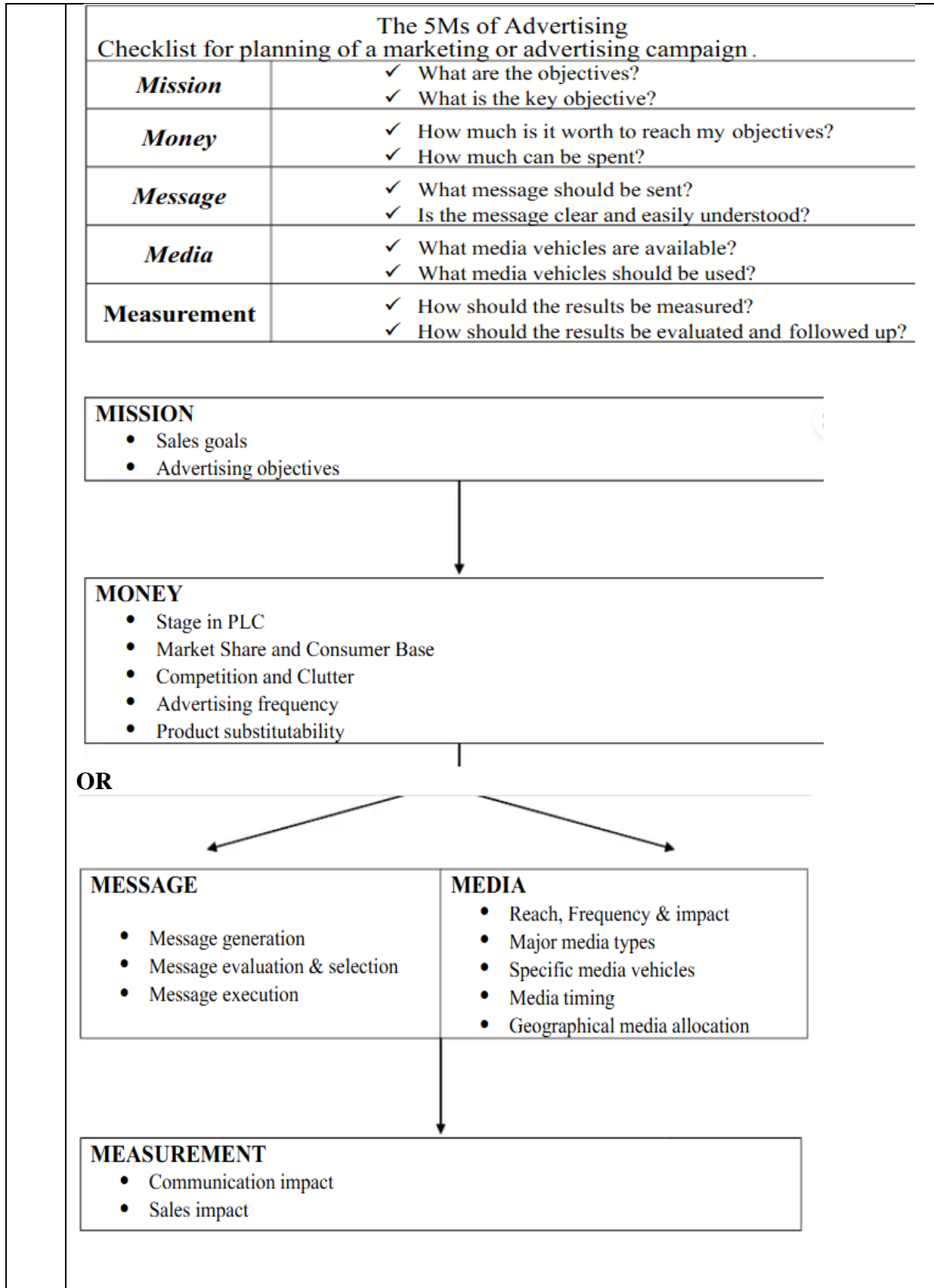
(8 marks),(1.5 mark for each point)

Ans.



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d) Outline the 6 steps in Effective Marketing Communication process.
(8 marks), (1.5 marks for each)

Steps in Developing Effective Communication

Effective Communication

1. Identify the target audience
2. Determine the communication objectives
3. Design a message
4. Choose media
5. Select the message source
6. Collect feedback

Ans.

a) Write a short note on 1) Marketing Planning 2) Elements of Marketing Audit
(8 marks), (4 marks each note)

Ans. Marketing planning is the organized method of evaluating marketing opportunities and resources, deciding marketing goals, describing marketing strategies and implementing guidelines for application and control of the marketing plan.

Marketing planning is the instrument used to attain the desired marketing objectives through optimum use of limited resources. Marketing planning involves decision making which makes use of detailed information collected through internal records and surveys or market research. It results into detailed and systematic programme of actions to achieve marketing goals and objectives.

It is a managerial function of determining the future course of action of marketing department by assessing marketing environment, internal environment, past events and establishing a plan for total marketing programme to facilitate execution and control for better achievement of marketing objectives. The success of brands like Amul butter, Dettol, Colgate toothpaste is the result of marketing planning organized successfully.

KEY Elements of Marketing Plan

- 1) Executive Summary: Overview of Entire plan
- 2) Situation Analysis
- 3) Target Audiences
- 4) Marketing Objectives
- 5) Marketing Strategies
- 6) Marketing Tactics
- 7) Budget
- 8) Measurement and Evaluation

2) A marketing audit is a systematic examination of a company's marketing strategy, aimed at identifying strengths and weaknesses. It evaluates the effectiveness of

Q.5



marketing efforts and helps in making necessary adjustments to improve performance.

Key aspects include: Assessing current marketing strategies and tactics. Identifying successful and unsuccessful marketing efforts. Providing insights for future marketing planning. Ensuring alignment with business goals and best practices. Conducting a marketing audit can significantly enhance the effectiveness of your marketing initiatives.

1. **SWOT Analysis:** A [SWOT analysis](#) outlines the strengths, weaknesses, opportunities, and threats of your marketing. Using this framework, you can take inventory of your marketing assets and roadblocks.
2. **Competitive Analysis:** As the name suggests, a [competitive analysis](#) takes stock of the strengths and weaknesses of your competitors. It puts a magnifying glass on their products, prices, marketing strategies, campaigns, and target audience.
3. **Market Research:** Even if you think you know your customers through and through, [market research](#) can reveal even deeper insight into their needs, preferences, motivations, and behaviors. On top of that, you can tap into emerging trends and new opportunities in the marketplace, helping you stay ahead of the curve.

Who does a marketing audit?

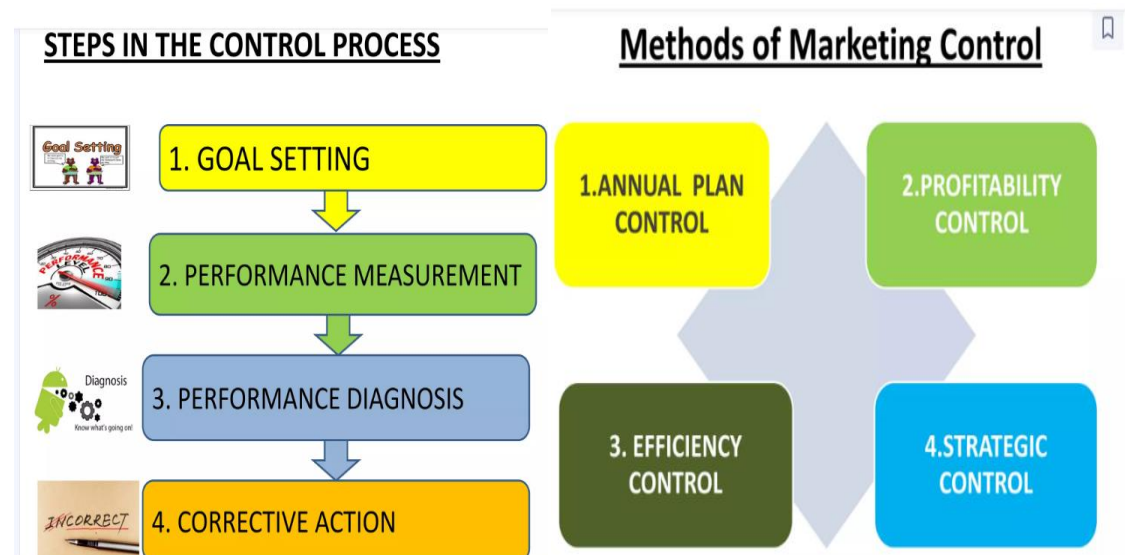
It's common for companies to outsource marketing audits to a third party. This is for a few reasons. 1) Firstly, it's time-consuming. If you don't have a large team that has the time to dedicate days, if not weeks, to market research and internal data analyses, working with an external partner might be the way to go. 2) Secondly, your audit needs to be as objective as possible. If your team has been responsible for a lot of the existing marketing strategy, it might be hard to examine it without bias.

OR

b) Elaborate on the Methods of Marketing Control

(8 marks), (2 marks for each point)

Ans.



c) Create a Marketing Plan of a Coffee Shop in Nashik

(8 marks) (1 mark for each point)



Ans. Ans. 1. Executive Summary

Launch a cozy, community-focused coffee shop in Nashik that offers high-quality coffee, fresh snacks, and a welcoming ambiance. Position as a go-to spot for students, professionals, and tourists seeking a relaxing place to work, meet, or unwind.

2. Business Overview

Name: (Example) BrewNest Coffee

- **Location:** Central Nashik, near colleges and office hubs
- **Products:** Specialty coffee, espresso, cold brews, teas, fresh bakery items, light snacks
- **Unique Selling Proposition:** Locally sourced coffee beans, handcrafted drinks, and a cozy atmosphere with free Wi-Fi

3. Market Analysis

A. Target Market

- College students (S.P. Pune University area)
- Young professionals (IT and business sectors)
- Tourists visiting Nashik's wineries and religious sites
- Local residents seeking a casual hangout spot

B. Competitor Analysis

- Local cafes and branded chains like Café Coffee Day, Starbucks (if any)
- Identify gaps such as lack of artisanal coffee, quieter ambiance, or specialty offerings

4. Marketing Objectives

- Achieve 30% market share among coffee shops in Nashik within the first year
- Build a loyal customer base of 500+ repeat customers in 6 months
- Increase social media following to 5,000 across platforms in 3 months
- Partner with 3 local businesses or events quarterly for cross-promotion

5. Marketing Strategies

A. Product Strategy

- Emphasize quality: use premium beans, offer unique blends and seasonal specials
- Introduce local flavors or ingredients (like Nashik grapes or spices)
- Provide vegetarian and vegan snack options



- Loyalty program for frequent buyers (buy 9 get 10th free)

B. Price Strategy

- Competitive pricing slightly below premium branded chains
- Combo offers (coffee + pastry) during mornings and afternoons
- Discounts for students and bulk orders for offices

C. Place Strategy

- Prime location near colleges and offices with easy access
- Delivery tie-ups with Zomato, Swiggy, and local delivery apps
- Partner with nearby wineries and hotels for referrals

D. Promotion Strategy

1. Digital Marketing

- Create Instagram and Facebook pages showcasing drinks, ambience, and events
- Run targeted ads focusing on students and young professionals in Nashik
- Engage influencers/bloggers for reviews and giveaways
- Use Google My Business for local SEO and reviews

2. Events and Collaborations

- Host weekly live music, poetry nights, or open mic sessions
- Collaborate with local colleges for study sessions or coffee tastings
- Sponsor local events and festivals (e.g., Nashik Wine Festival)

3. Traditional Marketing

- Flyers and posters near colleges, offices, and residential areas
- Offer free sample cups at community events
- Wall art or murals by local artists to draw attention

6. Sales Plan

- Training staff to upsell combos and new menu items
- Track daily sales and peak hours to optimize staffing and promotions
- Encourage online ordering with occasional discounts to increase reach

7. Budget

- Initial marketing budget: ₹2,00,000 for the first 6 months
 - Social media ads: ₹50,000
 - Influencer partnerships: ₹30,000
 - Event hosting and sponsorships: ₹50,000
 - Flyers, posters, in-store branding: ₹20,000
 - Contingency: ₹50,000



8. Measurement and Evaluation

- Monitor footfall and sales growth weekly
- Track social media engagement and follower growth monthly
- Collect customer feedback through surveys and online reviews
- Adjust marketing tactics quarterly based on results

OR

d) Create a Marketing Plan for Latest Fashion Clothing in Nashik.

(8 marks) , (1 mark for each point)

Ans. 1. Executive Summary

Launch a trendy, affordable fashion clothing brand in Nashik targeting youth and young adults who want the latest styles without breaking the bank. Position the brand as the go-to for fresh, up-to-date fashion collections that reflect current trends with a local touch.

2. Business Overview

- **Brand Name:** (Example) TrendAura Clothing
- **Location:** Retail store in a busy market area (e.g., College Road, Nashik), plus online store
- **Products:** Casual wear, party wear, ethnic fusion, and accessories for men and women
- **Unique Selling Proposition:** Trend-driven styles updated frequently, affordable pricing, and a strong local cultural influence

3. Market Analysis

A. Target Market

- College students and young working professionals (ages 18-35)
- Fashion-conscious shoppers looking for trendy and affordable clothing
- Middle-income group families seeking stylish ethnic and fusion wear
- Social media-savvy buyers preferring online shopping options

B. Competitor Analysis

- Local fashion boutiques, national brands (e.g., FabIndia, Westside)
- Online brands with fast fashion models
- Gaps: Personalized styling advice, frequent new arrivals, better fitting for local preferences

4. Marketing Objectives

- Build brand awareness to capture 15% of Nashik's youth fashion market in the first year



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- Generate 1,000+ loyal customers within 6 months
- Achieve 20% of sales from online channels by month 9
- Grow Instagram and Facebook followers to 10,000+ in 4 months

5. Marketing Strategies

A. Product Strategy

- Regularly update collections based on fashion trends and local preferences
- Include mix of casual, ethnic fusion, and party wear
- Offer exclusive limited edition designs and seasonal discounts
- Introduce customization options (e.g., monogramming, tailored fits)

B. Price Strategy

- Affordable pricing to attract college and young professionals
- Bundle deals (e.g., buy 2 get 1 free) and festive discounts
- Loyalty programs rewarding repeat purchases and referrals

C. Place Strategy

- Strategically located retail outlet in a popular shopping area
- Robust e-commerce website with home delivery in Nashik and surrounding areas
- Presence on popular online marketplaces like Myntra, Ajio

D. Promotion Strategy

1. Digital Marketing

- Active social media presence showcasing new arrivals, styling tips, and customer photos
- Collaborate with local influencers and fashion bloggers for promotions
- Run Instagram and Facebook targeted ads focused on Nashik youth
- Seasonal campaigns during festivals, college openings, and wedding seasons

2. Events and Engagement

- Host fashion shows or pop-up shops at local malls and college campuses
- Organize styling workshops and meetups with fashion influencers
- Participate in Nashik cultural events and fairs with brand stalls

3. Traditional Marketing

- Distribute flyers and catalogs in colleges, malls, and residential societies
- Use local radio and newspapers for brand awareness campaigns
- Attractive window displays and in-store visuals to draw walk-in customers

6. Sales Plan



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- Train sales team on upselling and personalized styling advice
- Implement CRM system to track repeat customers and preferences
- Provide excellent customer service and hassle-free returns/exchanges

7. Budget

- Initial marketing budget: ₹3,00,000 for first 6 months
 - Digital marketing (ads, influencer partnerships): ₹1,20,000
 - Events and pop-ups: ₹80,000
 - Traditional marketing (flyers, radio): ₹50,000
 - In-store promotions and visual merchandising: ₹30,000
 - Contingency: ₹20,000

8. Measurement and Evaluation

- Track sales growth and footfall monthly
- Monitor online traffic, conversion rates, and social media engagement weekly
- Collect customer feedback through surveys and online reviews
- Adjust product offerings and marketing tactics quarterly