# MBHC-2.3

Sl.No. : **Total No. of Pages : 2**

## Second Semester M.B.A. Degree Examination, October - 2025
## (SLM Scheme) (CBCS)
## MANAGEMENT
## Marketing Management

**Time : 3 Hours** **Max. Marks : 80**

**Instruction :** ***Answer all the Sections*** **.**

### SECTION - A

**Answer any five sub-questions. Each question carries five marks : [5 × 5 = 25]**

***Q1)*** Explain the nature and scope of marketing.

***Q2)*** State the important factors affecting consumer behaviour along with examples.

***Q3)*** Explain the concept of lifestyle marketing.

***Q4)*** Explain the importance of promotion in marketing.

***Q5)*** State the important stages in the product adoption process along with examples.

***Q6)*** Explain the functions of marketing channels.

***Q7)*** Describe the concept of marketing mix.

### SECTION - B

**Answer any four sub-questions. Each question carries Ten marks. [4 × 10 = 40]**

***Q8)*** Explain the importance of Customer Relationship Management (CRM) in building long-term customer loyalty.

***Q9)*** Discuss how marketing research supports decision-making in business.

***Q10)*** Enumerate the importance of branding and packaging in marketing with suitable examples.

***Q11)*** Explain the strategies used at different stages of the product life cycle with examples.

***Q12)*** "Promotion strategies do not just inform, they persuade and influence consumer choice"- Evaluate the influence of promotion strategies on consumer buying behaviour and justify their significance.

***Q13)*** Explain how retailing strategies are changing with changing consumer behaviour.

## SECTION - C

***Q14)*** **Case (Compulsory):** **[1 × 15 = 15]**

A well-known FMCG company, OFreshLife, introduced a new line of organic packaged food products. The company adopted premium pricing and distributed mainly through large supermarkets in metropolitan cities. Initial sales were encouraging, but within six months, growth slowed down. Surveys revealed that consumers were highly price-sensitive and expected more awareness campaigns regarding the benefits of organic food.

Meanwhile, competitors entered the organic segment with aggressive pricing, better promotional offers, and wider availability in semi-urban and small-town retail outlets. Many consumers shifted towards these alternatives, citing affordability and accessibility as the main reasons. OFreshLife realized that while its products had strong quality and brand value, its marketing mix did not match customer expectations. The management is now rethinking its pricing, distribution, and promotional strategies, and considering whether to adapt a value-based pricing approach, expand to smaller towns, and create stronger consumer awareness programs to regain market share.

Questions:

a. Analyze the key reasons why OFreshLife's initial strategy failed in sustaining growth.

b. Evaluate the effectiveness of adopting value-based pricing and aggressive promotions for OFreshLife in the current market scenario

c. Analyze how OFreshLife can redesign its distribution and awareness campaigns to capture rural and semi-urban markets effectively.

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