

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - II EXAMINATION - SUMMER 2025

Subject Code: MB02092031

Date: 06-06-2025

Subject Name: Marketing Management

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 Definitions / terms / explanations / short questions based on concepts of theory/practical	14
(a) Differentiate between Need, Want and Demand.	
(b) What is Customer Perceived Value?	
(c) Explain Personal Selling.	
(d) Explain the concept of Product Life Cycle.	
(e) Explain Business Markets.	
(f) Define Integrated Marketing Communication (IMC).	
(g) What is Market Segmentation? Give one example.	
Q.2 (a) Explain what is marketing and discuss how marketing delivers value to customers.	07
(b) You are the marketing manager of a startup delivering premium organic skincare products. Develop a strategy to select your target market using segmentation criteria?	07
OR	
(b) Discuss the concept of positioning. Develop a positioning strategy for a startup delivering premium organic skincare products.	07
Q.3 (a) Describe the major pricing strategies used by firms. Suggest how consumer psychology influences pricing decisions.	07
(b) Explain the CBBE model for building brand equity.	07
OR	
(a) A company is planning to launch a premium brand of coffee. Suggest a suitable pricing strategy and justify your answer.	07
(b) What are the characteristics of services that differentiate them from goods? Explain with examples.	07
Q.4 (a) Discuss the various functions and types of marketing channels. Analyze what decisions must marketers make while designing these channels?	07

- (b) Critically evaluate the components of an effective marketing communication mix. 07

OR

- (a) You are managing the distribution network of a consumer electronics firm. Propose how you would improve efficiency using modern logistics strategies. 07

- (b) Evaluate the role of social media in interactive marketing. Illustrate with examples. 07

Q.5 GreenLeaf Organics – Brewing a Sustainable Brand in the Tea Market

GreenLeaf Organics is a budding health-centric startup preparing to make its mark in the Indian beverage industry with a carefully curated line of premium organic teas. With increasing consumer awareness around health, wellness, and environmental sustainability, the startup has identified a growing niche of urban, health-conscious individuals who are actively seeking clean-label, organic alternatives to conventional beverages. GreenLeaf's products stand out for their certified organic ingredients, eco-friendly and biodegradable packaging, and a transparent supply chain that prioritizes sustainable farming practices.

Despite these strengths, the company enters a highly competitive market dominated by established Fast-Moving Consumer Goods (FMCG) giants that have significant brand equity, deep distribution networks, and hefty marketing budgets. With limited financial resources, GreenLeaf must find innovative and cost-effective ways to build brand awareness, differentiate itself, and secure customer loyalty in a market where premium positioning can be a double-edged sword.

One of GreenLeaf's key strategies is to leverage the power of digital marketing. The management plans to create strong online visibility through social media platforms, influencer collaborations, and educational content marketing. This includes wellness-focused blogs, videos on tea benefits, and storytelling about the origins of their teas. The company also intends to implement targeted digital ads to engage specific consumer segments, such as fitness enthusiasts, yoga practitioners, and working professionals seeking healthy lifestyle choices.

However, several challenges lie ahead. The premium pricing of GreenLeaf's products must be justified through value communication, especially when customers have access to more affordable options. Effective brand positioning is also crucial; the brand must occupy a unique and relevant space in the consumer's mind that aligns with their values and aspirations. In addition, the cluttered tea market requires clear messaging that communicates not just what the product is, but what it stands for.

To tackle these challenges, the marketing team is working on developing a comprehensive strategy encompassing the four key elements of the marketing mix—product, price, place, and promotion. This includes product differentiation through unique blends, tiered pricing to accommodate different customer segments, selective placement in premium retail outlets and e-commerce platforms, and a promotional plan that emphasizes community engagement and wellness advocacy.

As GreenLeaf Organics embarks on this journey, it seeks to not only compete in the market but redefine the standards of conscious consumption in the Indian tea industry.

- (a) Formulate a suitable marketing mix strategy for GreenLeaf Organics focusing on the 4Ps. 07

- (b) What segmentation, targeting, and positioning (STP) strategy should the company use? Justify your approach. 07

OR

- (a)** Identify challenges GreenLeaf might face in brand building and suggest ways to build strong brand equity. **07**
- (b)** Design a marketing communication plan integrating digital and traditional tools for the brand. **07**
