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| **Semester: Aug 2024**  **Maximum Marks: 50 Examination: End Sem ATKT Exam Date: Duration:2.5hrs** | | |
| **Program code:18.**  **Program: MBA for Working Executive** | **Class:** FY | **Semester/Trimester: I**  **Batch 1 (2023-24)** |
| **College:**  **K. J. Somaiya Institute of Management** | **Name of the department/Section/Center:**  Centre for Executive Education | |
| **Course Code:** | **Name of the Course: Marketing Management** | |
| **Instructions: Attempt any 5** | | |

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| **Question No.** |  | **Max.**  **Marks** |
| 1 | 1. Explain the difference between Qualitative Research & Quantitative Research. using suitable examples. (5 Marks) 2. Explain the difference between Exploratory Research. Causal Research & Descriptive research using appropriate examples. (5 Marks) | 10 |
| 2 | An emerging beverage company, "FreshFizz," has developed a new sparkling water infused with natural vitamins and minerals. The market is saturated with various sparkling water brands. How should FreshFizz position its new product to stand out in the crowded marketplace? Consider the competitive landscape, unique product attributes, and target audience in your response. | 10 |
| 3 | Explain the various stages of the Innovation Diffusion model. Use an example and suggest who should be the target segments for the product at different stages | 10 |
| 4 | A start-up company called "EcoWave" is launching a new line of eco-friendly kitchen appliances. They have limited resources and need to identify their ideal customer base. Propose a segmentation Plan for EcoWave (Consider the Geographic, Demographic and Psychographic aspects of customers for justifying various aspects of your plan). | 10 |
| 5 | Explain the five-stage model of Consumer Buying Process and the type of Perceived Risks that might impact buying behaviour. Use suitable examples to support your statements. | 10 |
| 6 | What is a Brand? What role do brands perform for customers and companies? Use suitable examples wherever applicable. | 10 |