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| **Semester: Aug 2024**  **Maximum Marks: 50 Examination: End Sem ATKT (2) Exam Date:23rd Nov 2024 Duration:2.5hrs** | | |
| **Program code:18.**  **Program: MBA for Working Executive** | **Class:** FY | **Semester/Trimester: I**  **Batch 1 (2023-24) ATKT-2** |
| **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 | Define Marketing? Explain importance of Marketing using Marketing Opportunity Matrix. Support your answer with suitable examples. | 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 | What are the elements of Marketing Mix? Explain the various Marketing Activities using suitable examples. | 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 Marketing Research process. Compare Observational Research, Ethnographic research & Survey Research. | 10 |
| 6 | Explain Porter’s Five Forces model and Ansoff Matrix using suitable examples. | 10 |