

Semester: May 24 – June 24		
Maximum Marks: 50	Examination: ETE Exam Date: 2nd June 2024	Duration: 2.5 hours
Programme code: 18 Programme: MBA for Working Executives Batch 2 (Div 1 and 2)	Class: FY	Semester/Trimester: I
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: Marketing & International Business	
Course Code: 117P18C107	Name of the Course: Marketing Management	
Instructions: 1, Answer any 5 out of the 6 questions		

Question No.		Max. Marks
Q1.	<p>The market for additive manufacturing, otherwise known as 3D printing, is estimated to be worth \$12.1 billion. And it is expected to grow to \$35 billion by 2024. Paired with things like generative design, 3D printing is lowering costs and putting less emphasis on physical testing. Currently, most of the demand comes from producers that develop industrial, electronic, or consumer goods. Some studies have found that roughly 65% of industrial companies are currently using 3D printing in their product development process, up from 24% in 2016. Adoption is, however, starting to increase in places like the aerospace and automobile industry. In the automotive industry, BMW, Audi, and Volkswagen have all begun using relatively large-scale additive manufacturing in some stage of the product development cycle.</p> <p>Explain the new product development process of additive manufacturing and substantiate the commercialization stage using Roger's innovation adoption curve/Innovation Diffusion Model.</p>	10
Q2.	<p>Explain the five product levels for ANY ONE of the following products</p> <p>a) Smartphone, b) Energy Drinks, c) Water Purifier</p>	10
Q3.	<p>Unique Selling Proposition is no longer valid, however positioning is the key to a brand's success in today's world? What are your views on the same explain in detail, giving relevant examples.</p>	10
Q4.	<p>Describe the Marketing Environmental Scanning for Electric Vehicles in India</p>	10
Q5.	<p>Using the Consumer Buying Behaviour Process, design the process for purchasing a 60 inch television ?</p>	10
Q6.	<p>Short Notes ANY TWO :</p> <ol style="list-style-type: none"> 1. Production Concept 2. POD vs POP 3. Product Mix 4. CBBE 	10