

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: MBA
BRANCH: MANAGEMENT

SEMESTER: I
SESSION: MO/22

SUBJECT: MT420 MARKETING MANAGEMENT - I

TIME: 2 Hrs

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Before attempting the question paper, be sure that you have got the correct question paper.
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

- Q.1 Analyze the factors of Macro and Micro environment which influenced business decision making due to Covid pandemic. [10]
CO1 BL4
- Q.2 A leading corporate house of India has recently entered the FMCG sector. Recommend suitable Segmentation, Targeting and Positioning strategy for the national launch of a Toilet soap brand by them. [10]
CO1, CO2, BL 5
- Q.3 A regional marketer of Home Inverters has to expand in the neighboring states. How will he decide the Number and type of intermediaries for distribution of his products for his expansion plan? Explain. [10]
CO3, CO2 BL 5
- Q.4 Comment on the suitability of the following tools of communication for the expansion plan of the marketer referred in Q3 [10]
CO5 BL5
1. Digital Marketing
 2. Sales Promotion
- Q.5 a) Suggest suitable pricing strategy for the Brand referred at Q2. CO3, BL5 [5]
b) Explain the distinctive characteristics of Services. CO 4, BL2 [5]

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