

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

**CLASS: MBA/PRE-PHD  
BRANCH: MANAGEMENT**

**Subject: MT420 MARKETING MANAGEMENT - I**

**SEMESTER: I  
SESSION: MO/23**

**TIME: 03 HOURS**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. You can make the required assumptions if any and state them in your answer

- Q.1 A leading German multinational automobile marketer is planning to launch its Electric passenger car in India. The company has been operating in India profitably for the last 40 years in the commercial vehicle market. Analyze the factors of Macro and Microenvironment that will influence the business decisions of the company [10]  
CO1 BL4
- Q.2 Recommend suitable Segmentation, Targeting and Positioning strategy for the Electric 4-wheeler to be launched by the company referred in Q1. [10]  
CO1, CO2, BL 5
- Q.3 Outline the process that the marketer will follow for setting the price of the four-wheeler to be launched as referred in Q1. [10]  
CO3, CO5 BL 4
- Q.4 Suggest any 3 tools of communication that may be suitable for the launch Marketing Communication campaign to be designed for the EV brand referred in Q1. [10]  
CO3, CO 5 BL4
- Q.5 a) Explain the meaning of Extensive, Selective and Exclusive Distribution strategy. CO2, CO3, BL2 [5]  
b) Write a note on the strategies for meeting the marketing Challenges arising due to the characteristics of Intangibility and Variability of Services. [5]  
CO 4, BL2

:::29/11/2023 E:::