

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

**CLASS: MBA
BRANCH: MBA**

**SEMESTER : I
SESSION : MO/2025**

SUBJECT: MT420 MARKETING MANAGEMENT - I

TIME: 3 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. 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.
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		CO	BL
Q1	A well-established company marketing packaged food in India plans to launch a new brand of potato Chips in many flavours and pack sizes. The company has presence all across the country.		
(a)	Describe the major components of the Micro and Macro Environment that will affect the marketing decision of this business.	[5] 1	2
(b)	Explain the concept and purpose of market segmentation. What will be the suitable basis that can be used by a marketer for segmenting the market for packaged food in India	[5] 1	3
Q.2(a)	Recommend the process that the marketer should follow for deciding the appropriate positioning for its new potato chips brand referred to at Q1	[5] 1	3,4
Q.2(b)	Assuming that the marketer wants to gain a good market share as soon as possible, recommend the process that the marketer should follow to decide price for the launch of the product referred to in Q1	[5] 3	3
Q.3(a)	Recommend appropriate Channels of distribution for the product referred at Q1.	[5] 3	3
Q.3(b)	Explain the concepts of CRM and CLV. What are the advantages of building Customer relationships.	[5] 2	2
Q.4	A smartphone company operating for the last 15 years has noticed declining market share in Urban India. In order to maintain its overall market share, the company has decided to launch a new brand of smart phone in rural market. As a Product Manager, explain how you would use the Product Life Cycle (PLC) concept to plan suitable marketing strategies for the marketer to launch the new brand	10 3	3,4
Q.5(a)	Explain the process for designing IMC campaigns. Recommend which tools of communication you would use for the launch campaign of the product referred to at Q1 ad why.	[5] 3,5	4
Q.5(b)	Write short notes on the following:	[5] 4	2
	(i) Types of Retail Store formats.		
	(ii) Challenges in Services Marketing		

:27/11/2025:E