

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

**CLASS: MBA
BRANCH: MBA**

**SEMESTER : II
SESSION : SP/2025**

SUBJECT: MT422 MARKETING MANAGEMENT - II

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.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1	A startup in the EdTech sector is developing a strategic marketing plan to compete with established players. Using Porter's Five Forces evaluate the potential challenges it may face. Suggest three strategic recommendations to strengthen its competitive advantage.	[10] 1,5	5
Q.2	A global electronics brand is planning to re-enter the Indian market with a new range of smart home devices. Conduct a micro and macro environmental analysis and explain how big data can assist in refining their market segmentation and targeting strategies.	[10] 2,5	5
Q.3(a)	Are all Emerging industries Fragmented? Cite examples from the Indian context and explain the nature of Fragmented industries.	[5] 5	2,4
Q.3(b)	Marketing Audit is a Control tool that also helps identify opportunities. Comment on this statement.	[5] 1	5
Q.4	A mobile phone brand is struggling to retain its market share in the maturity stage of its product lifecycle. Analyze how product positioning and pricing strategies can be optimized to regain its competitive advantage. Suggest suitable distribution modifications if needed.	[10] 3,4	5
Q.5	A medium-scale food packaging company plans to double its revenue in 3 yrs. Examine the Strategic Integration and Capacity expansion options available for the company. Recommend appropriate strategies to achieve the growth target.	[10] 3	4,5

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