

Code No: **21BA2T3****I MBA - II Semester - Regular / Supplementary Examinations
JULY 2024****MARKETING MANAGEMENT**

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains three Parts-A, Part-B and Part-C.
2. Part-A contains 8 short answer questions. Answer any **Five** Questions.
Each Question carries 2 Marks.
3. Part-B contains 5 essay questions with an internal choice from each unit.
Each Question carries 10 marks.
4. Part-C contains one Case Study for 10 Marks.
5. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

		BL	CO
1. a)	Define Marketing Management in two sentences.	L1	CO1
1. b)	Name two components of marketing mix.	L1	CO1
1. c)	Explain the differences between segmentation and targeting.	L1	CO2
1. d)	Define the concept of market positioning.	L1	CO3
1. e)	Illustrate the Channel Levels.	L1	CO4
1. f)	Differentiate Branding and Brand Equity.	L1	CO4
1. g)	What is Search Engine Marketing?	L1	CO5
1. h)	Determine the pay per click.	L1	CO5

PART – B

			BL	CO	Max. Marks
<u>UNIT – I</u>					
2.	a)	Describe the concept and evolution of Marketing Management.	L1	CO1	5 M
	b)	Cite the various environmental factors effecting Marketing Management.	L2	CO1	5 M
OR					
3.	a)	Assess how demand forecasting can help companies perform better?	L5	CO1	5 M
	b)	Explain the role and functions of Marketing Management.	L2	CO1	5 M
<u>UNIT – II</u>					
4.	a)	Appraise why STP (Segmentation, Targeting and Positioning) is considered as heart of Marketing Management?	L5	CO2	5 M
	b)	Identify the various bases of marketing segmentation.	L2	CO2	5 M
OR					
5.	a)	Evaluate the various targeting strategies with suitable examples.	L5	CO2	5 M
	b)	Illustrate the various positioning strategies.	L3	CO2	5 M
<u>UNIT-III</u>					
6.	a)	Classify the products based on their characteristics.	L4	CO3	5 M
	b)	Sketch and explain the stages in Product Life Cycle.	L3	CO3	5 M

OR					
7.	a)	Chart the various steps involved New Product Development.	L3	CO3	5 M
	b)	Connect the various types of pricing strategies with suitable examples.	L4	CO3	5 M
<u>UNIT – IV</u>					
8.	a)	Demonstrate with examples how Advertising is helpful in Selling Concept?	L3	CO4	5 M
	b)	Interpret Integrated Marketing Communication w.r.t Communication Mix and communication strategies.	L3	CO4	5 M
OR					
9.	a)	Illustrate how channels of distribution are different for consumer products and industrial products?	L2	CO4	5 M
	b)	Anticipate why a company does not have its own maintained distribution channel and why they rely on channel partners?	L5	CO4	5 M
<u>UNIT – V</u>					
10.	a)	Explain how digital marketing has changed the overall scenario of marketing in the present era?	L3	CO5	5 M
	b)	Explain the role social media marketing.	L2	CO5	5 M
OR					
11.	a)	Explain the relevance of Search Engine Marketing in the context of the retention of brand name in the mind of customer.	L2	CO5	5 M

	b)	Anticipate the effectiveness of Google ad words online advertising and its types.	L5	CO5	5 M
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PART –C

			L4	CO4	10 M
12.	<p>The authentic contention of Coca-Cola and Pepsi has its starting point since the two brands entered the market, toward the finish of the nineteenth 100 years, and from that point forward they have had their business levels among the crowd. Yet, significantly, paying little mind to which of the two keeps up with its initiative, they remain extremely present today as the best choices to go with a quick feast at a gathering with companions.</p> <p>Coca-Cola is an organization established a couple of years before Pepsi, and one might say that it was the trailblazer in consolidating the reviving beverage with coca concentrates and caffeine, which has invigorating or stimulating impacts for the body, notwithstanding a lot of not-really solid sugar, yet inquisitively habit-forming, in blend with the other different properties.</p> <p>On account of Pepsi, it is a beverage made by PepsiCo with qualities like Coca, with a comparable flavor yet somewhat less sweet and with additional gas. Arising after Coca-Cola was his greatest test since it was difficult for it to be at similar put on the platform of shopper inclinations.</p> <p>Nonetheless, there is an exceptionally steadfast public of Pepsi, and right up 'til now a refreshment individuals keep on picking, maybe not as greatly as its memorable opponent, but rather it figures out how to keep an agreeable runner up, which on occasion removes the primary spot.</p> <p>In the present contextual analysis, we'll separate the authentic competition between Coca-Cola and Pepsi, who started things out, which of the two brands has made more prominent progress over the long run, and what we can anticipate from these two monsters</p>				

later on. Case Coca Cola versus Pepsi: the beginning of the two organizations.

Both Coca-Cola and Pepsi are sweet sodas sold around the world, whose equations were made by drug specialists and circulated as caffeinated drinks for a public that needed to polish areas of strength for off cocktails that were wonderful to the sense of taste. Over the long haul, the two refreshments accomplished an enormous piece of the pie and turned out to be profoundly friendly beverages.

John Pemberton was the designer of the Coca-Cola drink in 1886, in a recipe in view of coca leaves and cola nuts, which in the early years contained cocaine and, from 1903, was supplanted by caffeine. The drug specialist started to disperse the beverage as syrup to battle stomach related issues and furthermore give a little energy to the body.

Pemberton understood that his beverage could turn into a major business, so he dispatched a logo and in 1891 The Coca-Cola Organization was established. From that point on, the organization extended to the world with extraordinary achievement, in any event, arriving at the Asian market with a name adjusted to Chinese ideograms signifying "delectable joy".

Then again, Pepsi arose in 1893 and was made by the drug scientist Caleb Bradham, who only five years after the fact absolved it with the name of Pepsi Cola. Like Coca-Cola, Pepsi started to acquire significance among buyers, particularly among vehicle racers, who looked at it as an extremely delicious, reviving, and invigorating beverage.

In any case, in 1927 the organization opted for non-payment after the sharp decrease in the cost of sugar, when its pioneer and different makers purchased the fixing in huge amounts, albeit the cost didn't stop continually rising.

After the insolvency, Roy Megargel shaped the Pepsi Cola organization and purchased every one of the resources and the

brand name from the banks, for an amount of 35,000 USD. In spite of the fact that Coca-Cola had the chance to purchase Pepsi Cola multiple times, eventually, it declined the proposition.

Charles Guth, leader of Space Inc, assumed control over the organization from that second on, and it was from that point on that the organization started to contend enthusiastically against Coca, in any event, trying to some extent change the equation so it would be more like its adversary Coca-Cola.

The start of the timeless contention: Coca-Cola versus Pepsi.

While Coca-Cola fostered its renowned stunning container, extended to Europe, and marked agreements with huge famous people, Pepsi failed in view of WWI. In 1931, once more, it failed however figured out how to recover financially rapidly. To such an extent that, during WWII the quantity of promoting activities expanded, which permitted it to sell soda pops in jars. Beginning during the 1950s, Coca-Cola started to advance itself on TV, while Pepsi chose to wager on rebranding, to stay aware of its adversary.

In 1962, Coca-Cola sent off Sprite, one of the organization's biggest soda brands. As far as concerns its, Pepsi converged with Frito Lay to make Pepsico. This consolidation carried extraordinary monetary advantages to Pepsi, outperforming its adversary in productivity, because of the extensive variety of nibble items that the organization came to showcase. All things considered, Coca-Cola didn't go past the soda business.

While Coke's index of brands is more extensive than Pepsi's, the last option compensates for it with gigantic worldwide deals of its bites. Also, in spite of the fact that Coca keeps on being the undisputed forerunner in the refreshment and sodas market, Pepsi acquired higher incomes on account of the extraordinary variety of items.

The publicizing clashes of Coca-Cola and Pepsi from the beginning of time. Coca-Cola, maybe because of its agreeable authority, utilized more cliché images, for example, the polar bear and St Nick

Claus for Christmas commercials, which highlighted deception, enchantment, and family solidarity. All things being equal, Pepsi's missions were pointed toward undermining Coca and its images, attempting to show that it doesn't merit its administrative role.

During the 1940s, Walter Mack was in charge of Pepsi-Cola, and around then he stood apart for supporting moderate causes, during a period set apart by bigotry. Thusly, he thought about that the promoting system was focused on the overall population, yet that prohibited or slandered African Americans. Thus, the organization chose to put resources into crusades focused on this racial area to grow its piece of the pie. In spite of the sugar emergency, Mack came to frame an outreach group exclusively to draw in the general population of variety, for which they endured a ton of separation, both from Pepsi representatives themselves and from elements like the Ku Klux Klan and the laws of racial isolation in force in the country.

All things considered, the organization expanded its piece of the pie impressively and had the option to exploit its comprehensive strategy to reprove the bigotry of Coca-Cola for advancing a beverage for whites only. It likewise beat its opponent in deals during that time in Chicago, however the organization was worried that it would build that racial market portion among clients. Consequently, after rehashed pressure, Walter Mack left Pepsi-Cola, and his outreach group to draw in the African-American aggregate was broken down.

Currently during the 1970s, the clearest instance of making a promoting procedure against its fundamental rival is the questionable mission sent off in 1975, called "Pepsi challenge", where the firm crushed its rival with a trial of the two kinds of pop, thoroughly visually impaired, in which individuals needed to attempt two unlabeled cups with every one of the brand's items inside. Only along these lines, he engaged a genuine test in which individuals, without understanding what they were drinking, picked

the beverage they loved. Hence, many individuals picked the flavor of Pepsi over that of Coca-Cola, so PepsiCo put huge amounts of cash in promoting, employing big names like Michael Jackson, Tina Turner, and Michael J. Fox, among others, to advance the beverage among youthful buyers.

Obviously, Coca additionally completed crusades because of Pepsi's clues, which tried to criticize its consistent attack to acquire situating. So it is that right up 'til now Coca Cola stays the main brand of drinks, while Pepsi stays in runner up emulating its example, sneaking and trusting that the second will take the enormous jump that will remove the administration.

To finish up, for this situation concentrate on Coca Cola versus Pepsi, we've seen that these two organizations battle since days of yore and that couple of adversaries have gone after one another such a great amount from the beginning of time to acquire in front of the pack in the market of their industry. For being quick to send off the beverage and for consolidating that trademark flavor, Coca is more famous and known among individuals around the world, yet we can't figure anything in the brand war.

1. What are the different advertising ideas which are comparing into play for this situation investigation of COKE versus PEPSI?