

Reg. No.....

Name.....

**B A, B SC, B COM DEGREE END SEMESTER EXAMINATION - APRIL 2025****UGP (HONS.) SEMESTER - 2: CORE COURSE****COURSE: 24UCCRBBA106: MARKETING MANAGEMENT***(For Regular 2024 Admission)*

Time: 2 Hour

Max. Marks - 70

**PART A****Answer any 5 out of 8 questions****(5 x 3 =15 Marks)**

1. Define product mix? (CO 3, K)
2. What is meant by production concept in marketing? (CO 1, K)
3. Why is the 7Ps model important for service firms? (CO 4, E)
4. How can businesses use psychographic segmentation to target customers? (CO 2, A)
5. Differentiate between product line and product mix ? (CO 3, C)
6. Explain the importance of market segmentation in marketing? (CO 2, C)
7. Describe the role of competition analysis in marketing? (CO 1, K)
8. Identify a real-life example of C2C marketing? (CO 1, A)

**PART B****Answer any 3 out of six questions****(3 x 5=15 Marks)**

9. Define and explain the unique characteristics of services. How do they impact marketing strategies? (CO 4, K)
10. Compare and contrast demographic and psychographic segmentation with examples? (CO 2, A)
11. Assess the importance of holistic marketing in today's business environment? (CO 1, E)
12. How does packaging and labeling influence consumer buying behavior? (CO 4, C)
13. Assess the effectiveness of sales promotion in increasing short-term sales? (CO3, E)
14. How effective is the Boston Consulting Group (BCG) matrix in business decision-making? (CO3, E)

**PART C****Answer any two questions out of four questions**

15. Explain the 7Ps of service marketing in detail. Provide a comprehensive discussion of each element with relevant examples ? (CO4, K)

**OR**

16. Define segmentation, targeting, and positioning (STP) and discuss their significance in marketing. Explain the role of each component with suitable examples? (CO 2, K)

**(1 x 20=20 Marks)**

17. Analyse the below given case

(CO3, CO4, A)

Aldi, a global discount supermarket chain, has successfully positioned itself in the retail industry by implementing a streamlined marketing mix focused on simplicity, efficiency, and customer value. Its product strategy revolves around offering a curated selection of essential goods, primarily under its private-label brands. By limiting the variety of products, Aldi simplifies inventory management and ensures consistent quality, allowing the company to negotiate better deals with suppliers and maintain strict quality control. This approach benefits consumers by providing reliable and affordable products.

Aldi's pricing strategy is centered around an Everyday Low Price (EDLP) model, ensuring that customers receive competitive prices without the need for constant promotions. This strategy is supported by cost-saving measures such as efficient store layouts, minimalistic packaging, and a no-frills shopping experience. Additionally, Aldi strategically introduces loss leader pricing on select items to attract customers, increasing the likelihood of additional purchases once they enter the store.

Aldi's promotional strategy is simple yet effective, relying on weekly specials and seasonal offers to attract shoppers. Advertising efforts include traditional flyers, newspapers, and digital platforms, ensuring cost-effective reach. Public relations initiatives further strengthen Aldi's brand image by highlighting its commitment to sustainability and community engagement. By maintaining a consistent and focused promotional approach, Aldi reinforces its promise of affordability and quality.

The company's distribution strategy prioritizes accessibility and efficiency. Stores are strategically located in high-footfall areas and designed with uniform layouts to streamline operations and reduce costs. This consistency in store design not only lowers operational expenses but also enhances the shopping experience for customers by providing familiarity and ease of navigation. Aldi's efficient distribution system ensures that products remain affordable while maintaining high standards of quality and service.

Through its well-integrated marketing mix, Aldi has successfully built a reputation as a retailer that offers quality products at unbeatable prices.

1. How does Aldi's limited product range contribute to its overall cost leadership strategy?
2. In what ways does the Everyday Low Price (EDLP) strategy enhance customer perception and loyalty?
3. How do Aldi's promotional tactics align with its brand promise of simplicity and value?

OR

18. Analyse the below given case

(CO 1, CO2, A)

Walk into an Apple Store, and you'll notice something different. There are no pushy salespeople, no cluttered shelves, just classy inviting spaces where customers can explore products at their own pace. This experience isn't accidental, but a carefully crafted part of Apple's brand positioning. Apple doesn't just sell phones or laptops. It sells an identity. Owning an iPhone isn't just about having a gadget but about being part of an exclusive, innovative, and stylish community.

Apple has mastered the art of making customers feel special. Every product launch is a global event, filled with excitement and anticipation. People eagerly line up outside Apple Stores, willing to pay a premium for the latest model. But why? Apple's marketing is built on three pillars: simplicity, exclusivity, and emotional appeal. Its advertisements rarely talk about specifications—instead, they show people capturing memories, creating music, and staying connected with loved ones.

One of Apple's biggest strengths is its seamless ecosystem. If you own an iPhone, you're more likely to get a MacBook, an Apple Watch, or AirPods because they all work together effortlessly. This "walled garden" approach makes it difficult for customers to switch brands, ensuring long-term loyalty. Another key factor in Apple's success is its controlled distribution. Unlike other brands that flood the market, Apple carefully selects its retail partners, reinforcing the premium feel.

Apple's marketing extends beyond products—it's about making customers feel like part of something bigger. The brand stands for innovation, creativity, and a touch of rebellion. Whether it's their famous *"Think Different"* campaign or their focus on privacy and sustainability, Apple knows how to position itself as a leader in both technology and values. This unique approach has made Apple one of the most valuable brands in the world, proving that great marketing is about selling an experience, not just a product.

**Questions:**

1. How does Apple's marketing strategy focus on emotions rather than just technical features?
2. What role does Apple's ecosystem play in ensuring long-term customer loyalty?
3. How does Apple create a sense of exclusivity around its products?

**(1 x 20=20 Marks)**