

Reg. No.....

Name.....

**BBA DEGREE END SEMESTER EXAMINATION - APRIL 2026****UGP (HONS.) SEMESTER - 2: CORE COURSE****COURSE: 24UBBACCR106: MARKETING MANAGEMENT***(For Regular 2025 and Improvement/Supplementary 2024 Admission)*

Time: 2 Hour

Max. Marks - 70

**PART A****Answer Any 5 out of 8 questions.**

1. State the scope of Marketing. (CO1 – R)
2. Define Targeting. (CO1 – R)
3. What is Branding? (CO3 – R)
4. Define E-commerce. (CO2 – R)
5. Explain Customer Value. (CO2 – U)
6. Define Product Mix. (CO3 – R)
7. State any two characteristics of Services. (CO1- R)
8. Differentiate between B2B and B2C Marketing. (CO2 -U)

**(5 × 3 = 15)****PART B****Answer Any 3 out of 6 questions.**

9. Explain Company Orientation Concepts. (CO1 – U)
10. Discuss the basis for segmenting consumer markets. (CO1 – U)
11. Discuss Product Line Decision. (CO3 – U)
12. Explain determinants of pricing decisions. (CO3 – A)
13. Explain Social Marketing. (CO2 – U)
14. Discuss Ethics in Marketing Practices. (CO2 – A)

**(5 × 3 = 15)****PART C****Answer any 2 out of 4 questions.**

15. Analyze Market and Competition Analysis process. (CO2 – An)
16. Evaluate social and cultural factors affecting consumer behaviour. (CO2 – E)
17. Explain New Product Development process. (CO3 – An)
18. Analyze the role of Rural Marketing in India. (CO2 – An)

**(10 × 2 = 20)**

## PART D

## Answer 1 out of 2 questions

## 19. CASE STUDY – 3: Product Life Cycle &amp; Pricing Strategy – Amul

Amul has maintained its leadership in the Indian dairy industry by offering a wide range of products such as milk, butter, cheese, and ice cream. Over the years, some of its products have reached the maturity stage of the Product Life Cycle. To sustain market share, Amul adopted competitive pricing strategies and introduced product variations such as low-fat milk, flavored milk, and organic dairy products. The company also focused on value-based pricing to appeal to middle-income consumers in both urban and rural markets.

However, increasing competition from private dairy brands and rising input costs posed challenges in maintaining profitability without increasing product prices. Amul addressed these challenges by strengthening its cooperative model and supply chain efficiency. By working closely with farmers through the Gujarat Cooperative Milk Marketing Federation, the company ensured a steady supply of quality milk while keeping procurement costs under control. Investments in cold chain infrastructure, processing technology, and logistics helped reduce wastage and improve operational efficiency. This allowed Amul to maintain competitive pricing without significantly compromising on profit margins, even in the face of rising input costs.

In addition, Amul focused on brand reinforcement and continuous product innovation to remain relevant in a highly competitive market. Its iconic advertising campaigns, especially topical ads, helped maintain strong brand recall and emotional connection with consumers. The company also expanded into value-added products such as probiotic drinks, lactose-free milk, and ready-to-eat dairy-based items to cater to evolving consumer preferences. By balancing affordability with innovation and strong distribution, Amul successfully sustained its leadership position while adapting to changing market dynamics.

**Questions:****(4 x 5 = 20 Marks)**

1. Executive summary of the case study include course outline. *(CO3 - Analyzing)*
2. Identify the stage of Product Life Cycle applicable to Amul's dairy products. *(CO1 – Understanding)*
3. Analyze the impact of competitive pricing on consumer buying behavior. *(CO2 – Analyzing)*
4. Recommend pricing strategies to maintain profitability in a competitive market. *(CO3 – Evaluating)*

**OR**

## 20. CASE STUDY – 4: Marketing Channels & Rural Marketing – ITC e-Choupal

ITC Limited launched the e-Choupal initiative to connect directly with farmers in rural India. This digital platform enabled farmers to access real-time information regarding weather forecasts, crop prices, and agricultural practices. Through this initiative, ITC eliminated intermediaries and created a direct marketing channel between farmers and the company. This not only reduced transaction costs but also improved supply chain efficiency.

Despite the success of the initiative, challenges such as digital literacy, infrastructure limitations, and resistance to technological adoption were observed in certain rural areas. ITC Limited took several measures to overcome these challenges and strengthen the effectiveness of the e-Choupal initiative. The company focused on building digital awareness among farmers by providing basic training and support through local coordinators known as “Sanchalaks.” These trained individuals acted as a bridge between technology and rural users, helping farmers understand how to use the platform and interpret the information provided. This human support system played a crucial role in increasing trust and adoption among farmers who were initially hesitant to use digital tools.

Furthermore, ITC invested in improving rural infrastructure by setting up internet-enabled kiosks in villages, ensuring that even farmers without personal access to digital devices could benefit from the platform. The company also collaborated with local communities and stakeholders to address issues such as connectivity and power supply. By creating a reliable and accessible ecosystem, ITC ensured that the benefits of e-Choupal reached a wider rural population, thereby enhancing its impact on agricultural productivity and farmer income.

In addition, the e-Choupal initiative helped ITC strengthen its supply chain by ensuring better quality procurement and reducing dependency on traditional intermediaries. Farmers benefited from transparent pricing and timely payments, while ITC gained access to high-quality raw materials at lower costs. Over time, the platform evolved beyond information sharing to include services such as crop advisory, access to quality inputs, and even financial services. This holistic approach not only improved farmer livelihoods but also established e-Choupal as a successful model of integrating technology with rural development and agribusiness strategy.

### Questions:

**(4 x 5 = 20)**

1. Executive summary of the case study include course outline. (CO2,3 - An)
2. Identify the type of marketing channel used by ITC in this case. (CO1 – U)
3. Analyze the challenges faced in implementing digital marketing channels in rural areas. (CO2 – An)
4. Suggest strategies to improve the effectiveness of rural digital marketing initiatives. (CO3 – E)