



End Term {{(Odd) (Trimester-I)}} Examination November 2025

Roll no.....

Name of the Course and semester: MBA, First Trimester

Name of the Paper: Marketing Management

Paper Code: MBA 105

Time: 3 hour

Maximum Marks: 100

Note:

- (i) This question paper contains two Sections-Section A and B
- (ii) Both Sections are compulsory
- (iii) Answer any two sub questions from a, b & c in each main question of Section A. Each sub question carries 10 marks.
- (iv) Section B, consisting of a case study, is compulsory. It is of 40 Marks.

Section A

Q 1	(10 X 2 Marks)	COs
a) Illustrate level of products in context of Lakme skin care.	2	
b) Nykaa is an Indian e-commerce company, founded by Falguni Nayar in 2012. It sells beauty, wellness and fashion products across websites, mobile apps and 100+ offline stores. In 2020, it became the first Indian unicorn startup headed by a woman. Nykaa sells products which are manufactured in India as well as internationally. Explain the online buyer behavior in context of beauty products of Nykaa.	1	
c) The microwave oven market, which at present is very small at 1.4 million units, is expected to grow by 30 per cent in India this year. The market is small but promising. Core target group would be single young people, urban women and newly married or working couples. LG the market leader with a 43 per cent market share of the microwave oven market in India sees tier-I and -II cities driving growth at present. LG wants to develop a geographical segmentation of the microwave oven market. Suggest some possible segmentation strategy for LG India to tap market of microwave oven consumer urban market.	3	
Q 2	(10 X 2 Marks)	
a) Discuss and design the marketing channel for a newly launched sunscreen lotion under Sugar Cosmetics.	1	
b) ICICI Bank offers a wide range of banking products and financial services to	2,4	

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	corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries in the areas of investment banking, life and non-life insurance, venture capital and asset management. Develop Research Plan to measure customer satisfaction of ICICI Bank retail customers (saving account users) in 10 branches of Delhi/ NCR.	
c)	A national chain of fast-casual restaurants is planning to expand into tier-II and tier-III cities. Analyze how they should adapt their marketing mix compared to their metro operations considering local tastes, price sensitivity, distribution & promotion channels.	5,6
Q 3	(10 X 2 Marks)	
a)	Explain the concept of PLC (product life cycle) with self-explanatory diagram. Taking example of any banking product, discuss how the marketing mix strategy would vary during different stages of the PLC.	1,2
b)	Develop a sales promotion campaign for any women's apparel brand (Highlight objective, tools, timeline and potential impact).	4,5
c)	You are managing a boutique eco-resort in Mussoorie, Uttrakhand. Design a pricing method that emphasizes premium experience while maintaining occupancy levels. Explain how dynamic or value-based pricing can be integrated with promotional strategies to enhance brand appeal.	3
	Section – B	
Q 4	Case Study- Launching "EcoSip" – A Sustainable Bottled Water Brand (40 Marks)	1-6
	As the Product Manager at EcoSip Beverages Pvt. Ltd.; you are leading the national launch of EcoSip, India's first eco-friendly bottled water brand packaged in 100% biodegradable bottles. In a market dominated by major players like Bisleri and Kinley, EcoSip aims to appeal to environmentally conscious consumers who seek both purity and purpose in their consumption choices. A comprehensive STP (Segmentation, Targeting, and Positioning) analysis revealed strong potential among urban millennials, corporate professionals, and fitness enthusiasts who value health, sustainability, and ethical brands. EcoSip is positioned as "Pure Water with a Purpose", emphasizing its dual promise hydration and environmental responsibility.	



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The product mix includes 500 ml, 1-litre, and 5-litre biodegradable bottles, ensuring convenience for different consumer segments. A value-based pricing method is adopted, keeping EcoSip slightly premium to reinforce its sustainable identity. The distribution strategy follows a hybrid model modern retail outlets, corporate tie-ups, airports, and online platforms to ensure accessibility. The promotion strategy integrates digital campaigns, influencer collaborations, CSR initiatives, and sustainability events to drive both brand awareness and emotional connection.

As Product Manager, your goal is to design a holistic marketing strategy that can build EcoSip into a recognizable and trusted national brand while maintaining profitability with purpose.

Questions:

1. Analyze the Segmentation–Targeting–Positioning (STP) strategy adopted by *EcoSip*, as described in the case study. Based on your analysis, design an alternative segmentation and positioning approach that could enhance the brand's visibility, differentiation, and long-term competitiveness in the bottled water market.
2. Develop a product mix strategy for EcoSip that could enhance customer engagement and extend the product lifecycle. Suggest possible product line length or product depth extensions aligned with its sustainability focus.
3. Formulate a pricing method and distribution model that balances EcoSip's eco-friendly positioning with India's price-sensitive market.
4. Design promotion mix that blends digital, experiential, and social marketing to build consumer trust and emotional resonance with EcoSip's sustainability message.