



**I Semester M.B.A. (Day) Examination, May/June 2025
(CBCS) (2021-22 and Onwards)**

MANAGEMENT

Paper 1.5 : Marketing for Customer Value

Equivalent to Paper 1.5 : Marketing for Customer Value (CBCS) (2014 – 15)

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries 5 marks. **(5×5=25)**

1. Describe the concept and elements of marketing mix with example.
2. Explain the classification of products. How does classification influence marketing strategies ?
3. What is positioning ? Explain positioning strategies with suitable examples.
4. Discuss different pricing strategies and the factors affecting price determination.
5. Who are channel intermediaries ? Explain their role in bridging the gap between producers and consumers.
6. Discuss the role of packaging and labeling in product identification and promotion.
7. What are the key considerations in designing and testing advertising copy ? Why are they important ?

SECTION – B

Answer **any three** question. **Each** question carries 10 marks. **(3×10=30)**

8. What is the communication process in marketing ? Explain its importance in effective promotion.
9. Explain the process and importance of strategic marketing planning. How does it align with organizational goals ?
10. Define market segmentation and apply it by identifying and explaining the different bases for segmenting the Indian market for electric two-wheelers. Support your segmentation with relevant examples.

P.T.O.



11. Write short notes.
 - a) Ethical and legal issues in marketing.
 - b) Green marketing.

SECTION – C

12. **Compulsory.** Case study. (1x15=15)

Patanjali Ayurveda Ltd., co-founded by Baba Ramdev and Acharya Balkrishna, emerged as a major player in India's FMCG sector by offering herbal and Ayurvedic products at competitive prices. What set Patanjali apart was not just its product line but the speed and strategy behind its distribution and market penetration, especially into rural and semi-urban India.

Patanjali employed a multi-channel distribution model. It leveraged traditional retail channels, including kirana stores and medical shops, which gave it quick access to widespread consumer bases. Alongside this, the company built a vast network of Patanjali-exclusive outlets (known as Arogya Kendras and Chikitsalayas), which doubled as both sales points and wellness education centers. These exclusive stores helped reinforce its brand positioning as a health-centric, Ayurvedic alternative.

To scale rapidly, Patanjali also embraced modern trade partnerships with large-format retail stores like Big Bazaar, Reliance Fresh and online platforms such as Amazon, Flipkart and its own e-commerce site. These partnerships helped it access urban, tech-savvy customers.

A critical success factor was the use of intermediaries like local distributors, warehouse hubs, and franchisees. These players ensured efficient last-mile delivery and localized inventory stocking. In rural India, Patanjali's strong brand trust, driven by Baba Ramdev's mass following, allowed for a high degree of acceptance. The brand tailored its pricing and packaging for rural consumers and used mobile vans and rural campaigns to create awareness.

This strategic distribution mix allowed Patanjali to compete with multinational FMCG giants within a few years of its inception.

Questions :

- a) Discuss how Patanjali adapted its distribution approach to succeed in rural markets.
- b) What kind of promotional mix helped Patanjali reach its target customers ?
- c) Suggest improvements or future strategies Patanjali could adopt to enhance market presence.