

Code No: **24BA2T3****I MBA - II Semester - Regular Examinations – JUNE 2025****MARKETING MANAGEMENT**

Duration: 3 Hours

Max. Marks: 70

Note: 1. This question paper contains two Parts: Part-A and Part-B.

2. Part-A contains 5 essay questions with an internal choice from each unit.

Each Question carries 12 marks.

3. Part-B contains one Case Study for 10 Marks.

4. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

			BL	CO	Max. Marks
<u>UNIT – I</u>					
1.	a)	Define Marketing.	L1	CO1	3 M
	b)	Determine the role and functions of marketing.	L3	CO1	9 M
OR					
2.	a)	What is Market Research?	L1	CO2	3 M
	b)	Analyze the techniques used in forecasting and measuring the Markets.	L4	CO2	9 M
<u>UNIT – II</u>					
3.	a)	Define Segmentation and Targeting.	L1	CO2	3 M
	b)	Distinguish between the terms Segmentation, Targeting and Positioning with suitable examples.	L4	CO2	9 M

OR					
4.	a)	Describe the term Consumer Behavior.	L2	CO3	3 M
	b)	Explain the factors influencing the Consumer Behavior.	L3	CO3	9 M
<u>UNIT-III</u>					
5.	a)	Briefly explain the concept of Product.	L3	CO2	3 M
	b)	Determine the product mix and product line by taking an example of a company from FMCG industry.	L4	CO3	9 M
OR					
6.	a)	Define New Product Development (NPD).	L2	CO3	3 M
	b)	Examine the different stages of Product Life Cycle (PLC).	L3	CO3	9 M
<u>UNIT – IV</u>					
7.	a)	Define Marketing Communication.	L1	CO3	3 M
	b)	Determine the elements of Marketing Communication Mix with examples.	L3	CO4	9 M
OR					
8.	a)	What are Marketing Channels?	L2	CO4	3 M
	b)	Analyze the marketing channel levels and its functions that help organizations reach audiences.	L4	CO4	9 M
<u>UNIT – V</u>					
9.	a)	Define Social Media Marketing.	L1	CO5	3 M
	b)	Determine the role of social media marketing in the present business scenario.	L3	CO5	9 M
OR					

10.	a)	Describe E-Marketing.	L2	CO5	3 M
	b)	Evaluate the contribution of e-marketing in uplifting the Rural marketing and Green marketing.	L5	CO5	9 M

PART – B

11.	CASE STUDY		L5	CO5	10M
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FitFlex, a startup started one year back is offering online fitness programs targeting all male and female adults. This is started by three MBA passed outs in the state of Andhra Pradesh. As the competition with established online programs was high and they struggled with low brand visibility and customer engagement despite having quality workout plans. To tackle this, they shifted focus to a digital-first marketing strategy since 3 months.

Digital Marketing Approach:

1. Social Media Marketing: Partnered with fitness influencers on Instagram and YouTube to showcase workout routines.
2. Search Engine Optimization (SEO): Optimized their website with targeted keywords like “home workouts” and “fitness plans for beginners.”
3. Content Marketing: Started a blog featuring nutrition tips, fitness guides and client success stories.
4. Email Campaigns: Personalized workout plans and special discount offers for subscribers.
5. Paid Advertising: Launched Google Ads and Facebook Ads targeting health-conscious individuals aged 18–35.

Outcome:

In just 3 months:

- Website traffic increased by 32%.
- Instagram followers grew from 480 to 2500.
- Sales conversions jumped by 20%.

Questions:

1. Identify the key digital marketing strategies used by FitFlex. How did these strategies contribute to their business growth?
2. If you were FitFlex's digital marketing manager, what additional online channels or tactics would you suggest to sustain long-term growth? Justify your suggestions.