SET-2

INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS-MBA

Backlog Examination (2025 Pattern) April – 2026 - Semester – I

Subject Name: Marketing Management **Max. Marks: 25**
Subject Code: 25MBA104 **Time: 1:30 Hrs.**

Instructions

- Attempt Q1, Q2 and Q3 as per given instruction.
- Q4 is Compulsory.

CO #	Cognitive Ability	Course Outcome
CO3	**Apply**	**Apply** the principle of segmentation, targeting and positioning and branding, in the context of real-world marketing offering (commodities, goods, services, e-products/ e-services).
CO4	**Analyze**	**Analyze** the relevance of marketing management concepts and frameworks to a new or existing businesses & the marketing issues pertaining to marketing environmental forces, consumer buying behavior in the context of real-world marketing offerings (commodities, goods, services, e-products/ e-services).
CO5	**Evaluate**	Assess and interpret the implications of new trends in marketing such as digital transformation, sustainability, and data-driven decision-making for businesses.
CO6	**Create**	Create the marketing mix strategy and marketing plan for any given product/ company in the context of a real-world marketing offerings (commodities, goods, services, e-products/ e-services.)

Q.1	**a**	**Solve any ONE from the following** **(5 Marks)** Starbucks faces increased competition from local coffee shops and accusations of being "too commercialized" among millennials and Gen Z consumers. If you're hired as a brand consultant, plan a repositioning strategy to appeal to younger consumers without alienating existing customers, also predict potential risks and mitigation strategies.	**CO 3**
	b	A company producing electric two-wheelers wants to expand into rural India. Apply the STP approach to redesign its marketing strategy. Suggest how the brand can reposition itself to appeal to rural consumers.	**CO 3**
Q.2	**a**	**Solve any ONE from the following** **(5 Marks)** Compare the influence of cultural and social factors on consumer behavior in McDonald’s India vs. McDonald’s Overseas.	CO 4
	b	Analyze the relationship between segmentation and positioning in Titan Watches’ brand portfolio.	CO 4

Q.3	**a**	**Solve any ONE from the following** **(5 Marks)** "You are a business consultant approached by an entrepreneur who insists, 'If our product is good, we do not need any marketing — customers will buy on their own.' Do you agree with this? Justify a set of marketing actions the entrepreneur should adopt in the era of digital transformation, sustainability, and data-driven decision-making — providing reasons and evidence for each recommendation."	CO 5
	b	Assess the effectiveness of Colgate's current marketing mix strategy in India and suggest suitable modifications or improvements to enhance market performance.	CO 5
Q.4		**Solve the following** **(10 Marks)** **Case: Tata Motors and the Evolution of Electric Cars in India** In 2017, Tata Motors—one of India's oldest automobile manufacturers—began exploring the electric vehicle (EV) segment, anticipating a long-term shift toward sustainable mobility. The company's early EV efforts, like the Tigor EV, primarily targeted government fleets under the FAME (Faster Adoption and Manufacturing of Electric Vehicles) scheme. This marked the introduction stage of Tata's EV journey, characterized by limited consumer awareness, inadequate charging infrastructure, and high production costs. By 2020, the launch of the Nexon EV changed the game. Positioned as an affordable SUV with a modern design and decent range, it attracted early adopters and urban professionals. Through social media campaigns, test drives, and EMI-based financing, Tata moved into the growth stage. The company's strong dealership network and brand trust helped it capture more than 70% market share in India's EV segment by 2023. During this phase, Tata introduced multiple models—Tiago EV, Tigor EV (revamped), and the Punch EV—covering different price points. Collaborations with Tata Power for charging infrastructure and Tata Chemicals for battery development strengthened its ecosystem advantage. However, competitors like Mahindra, MG, Hyundai, and BYD began entering the market aggressively, leading to pressure on margins and differentiation. While sales volumes continue to rise, the growth rate is becoming difficult to sustain because of competition. Consumers now expect higher range, faster charging, and premium interiors. The challenge for Tata is to sustain leadership amid rapid technological change and shifting government incentives. The company is considering launching Gen-2 EVs with improved battery efficiency and connected features to further increase and sustain the momentum for EVs. **Questions** 1) Elaborate on the Product Life Cycle stage Tata's electric cars are currently in and propose appropriate strategy for the company to increase business. 2) Discuss whether Tata should continue focusing on mass-market EVs or shift towards premium electric vehicles with modern amenities and top class features?	CO 6