

INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS-MBA

Term End Examination (2025 Pattern) December – 2025 - Semester – I

Subject Name: Marketing Management
Subject Code: 25MBA104

Max. Marks: 25
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.)

		Solve any ONE from the following (5 Marks)	
Q.1	a	A new plant-based protein drink brand "GreenFuel" wants to enter the health beverage market currently dominated by Gatorade, Red Bull, and other juice brands. Construct a positioning map for the existing competitors and your new brand. Justify your positioning strategy with specific product features and messaging.	CO 3
	b	A new brand of organic packaged snacks plans to enter the Indian market. Apply the STP (Segmentation, Targeting, and Positioning) framework to design an effective market entry strategy. Justify how branding can help the company differentiate itself in a crowded market.	CO 3
Q.2	a	Solve any ONE from the following (5 Marks) Analyze the micro environmental forces affecting start-ups in India's Fintech sector.	CO 4
	b	Analyze how Maggi's promotional mix helped rebuild consumer trust after the 2015 ban.	CO 4
Q.3	a	Solve any ONE from the following (5 Marks) Mondelez has entered the biscuit market under the Cadbury brand through the launch of Cadbury Chocobakes. This marks a new phase in the brand's evolution.	CO 5

		Recommend appropriate sustainable marketing strategies the company should adopt at this stage to strengthen its market position.	
	b	Evaluate how effectively Zomato converts customer awareness into advocacy using the 5A model.	CO 5
Q.4	a	<p>Solve any ONE from the following (10 Marks)</p> <p>Case: “Brew & Bloom” – Crafting a Healthier Coffee Experience”</p> <p>Background Brew & Bloom (B&B) is a start-up founded in 2022 by two fitness enthusiasts who noticed a growing consumer demand for healthier beverage alternatives. Based in Bengaluru, India, B&B produces organic, low-acid coffee blends made from sustainably sourced beans. The company’s mission is to offer a guilt-free, energizing coffee experience that aligns with modern wellness trends.</p> <p>The Challenge Despite positive customer feedback and a loyal early adopter base, B&B faces challenges in scaling its market presence. The brand operates primarily through its online store and select health cafés in metro cities. However, it competes with well-established coffee giants like Starbucks, Blue Tokai, and Sleepy Owl, which dominate both offline and online channels.</p> <p>The founders now aim to develop a marketing mix to expand B&B’s reach among health-conscious millennials and professionals across India. They must balance premium quality positioning with affordability and decide how best to communicate their value proposition.</p> <p>Key Facts & Data: Current price per 250g pack: ₹450 Monthly sales: 1,200 units (80% online, 20% retail) Gross margin: 45% Marketing budget for next quarter: ₹10 lakh Competitor price range: ₹350–₹550 per 250 gpack Survey insights: 60% of respondents are willing to pay more for “healthier coffee.” 45% discover new coffee brands via Instagram. 30% prefer subscription-based purchases for convenience.</p> <p>Decision Point B&B’s founders seek your help in designing a go to market strategy.</p> <p>Questions 1) Discuss- Product: What new variations, packaging, or features should B&B introduce to strengthen differentiation? Price: Should B&B maintain its premium pricing or introduce promotional tiers? Place: How can the company fine tune distribution—online channels, retail partnerships, or new subscription models? Promotion: Which communication strategies will best reach the target audience? 2) Propose a suitable positioning strategy for B&B to stand out from competition.</p>	CO 6