

INDIRA UNIVERSITY, PUNE**SET-2****SCHOOL OF PHARMACY- MBA (PHM)****Term End Examination (2025 Pattern) December – 2025 - Semester – I****Subject Name: Marketing Management****Max. Marks: 25****Subject Code: GC03-103****Time: 1:30 Hrs.****Instructions**

- All Questions are compulsory
- Read carefully the instructions

CO #	Cognitive Ability	Course Outcome
CO.GC03103.3	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).
CO.GC03103.4	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).
CO.GC03103.5	Evaluate	Assess and interpret the implications of new trends in marketing such as digital transformation, sustainability, and data-driven decision-making for businesses.

Q1.	Attempt the questions: (5 Marks) Explain the concept of 7Ps of Marketing Mix using examples from Sun Pharma or Cipla.	CO3
Q2.	Solve any 1 out of 2 Questions: (10 Marks) a. Explain how social responsibility and ethics guide sustainable marketing practices in companies like Dr. Reddy's Laboratories or Apollo Hospitals.. b. Explain the concepts of Points of Parity (POP) and Points of Difference (POD) in positioning OTC pain relief brands like Moov vs. Volini..	CO4
Q3.	Solve any 1 out of 2 Questions: (10 Marks) a. Discuss how digital marketing mix differs from the traditional 7Ps using examples from Practo or 1mg. b. Evaluate the role of socio-economic class in influencing healthcare product choices such as Ayurvedic vs. Allopathic medicines.	CO5
