



**NAVVRACHANA
UNIVERSITY**
a UGC recognized University

School: School of Engineering and Technology
Program/s: B. Tech. - IT
Year: 4th **Semester:** 7th
Examination: End Semester Examination
Examination year: December - 2021

Course Code: IT414	Course Name: Marketing Management	Total Marks: 40
Date: 07-12-2021		Total Pages: 01
Time: 11:30 to 01:30 pm		

Instructions:

- Write each answer on a new page.
- Use of a calculator is not permitted.
- * COs=Course Outcome mapping. # BTL=Bloom's Taxonomy Level mapping

Q. No.	Details	Marks	COs*	BTL#
Q.1	Explain the following terms: (01 Mark each) 1. Unsought goods 2. Value Based Pricing 3. Push Strategy 4. Specialty store 5. Sampling 6. Sweepstakes	06	CO1	BT1,
Q.2	Read the situation carefully and formulate appropriate marketing strategy for the situation. Make use of appropriate theory while formulating the strategy. (Answer any 01 situations * 06 Marks)	06		BT2, BT3, BT5 BT6
1	You are appointed as product/brand manager for a product in the category of Packaged Muesli (healthy cereal). It aims at targeting health conscious consumers. Identify 05 sales promotion strategy that you shall use for the product with appropriate details and justification.		CO2 CO3	
2	Plum is a fresh line of 100% vegan beauty products that's all about "being good" - to your skin, to your senses, to others and to the environment. Plum believes people look the prettiest in the skin they were born in. Plums are formulated with love to protect, repair, nourish - and delight, using some of the richest sources of natural nutrients, in sync with "good science". Besides this the demand for organic skincare, hair care and colour cosmetics have increased. Considering this as an opportunity Plum plan to launch a new product in the category of organic haircare. Design relevant STP for the product with necessary justification.		CO1 CO2 CO3	
Q.3	Answer the following long question with appropriate examples/diagrams or models as the case may be. (Answer any 04 questions * 07 Marks)	28		BT3 BT4
1	Explain the concept of product assortment using example of your choice.		CO5	
2	Define product and explain the product classification with suitable example		CO2	
3	Elaborate different levels of distribution in consumer market.		CO5	
4	What is personal selling? Elaborate the process of personal selling in detail.		CO4	
5	Define Advertising and explain various functions performed by advertising by giving relevant examples.		CO4	

*****End of Question Paper*****