

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF BUSINESS ADMINISTRATION (M.B.A.)**  
**EXAMINATION: DECEMBER- 2024**  
**SEMESTER - I**  
**Sub.: Marketing Management (MBA24-104)**

**Date : 16/12/2024****Total Marks : 60****Time: 10.00am to 12.30pm**

**Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Legal Environment in Marketing
  2. Product Concept
  3. Unsought goods
  4. Societal Marketing Concept
  5. Marketing Myopia
- Q. 2. Answer in detail (Any One) (10)**
1. Need, Want and Desire are three concepts representing different levels of consumer motivation that influence buying decisions. Explain these concepts.
  2. Differentiate between Consumer and Customer
- Q. 3. Answer in detail (Any One) (10)**
1. What is the importance of Consumer Behavior in marketing management? Discuss the factors that influence consumer purchasing decisions.
  2. Differentiate between Marketing and Selling.
- Q. 4. Answer in detail (Any One) (10)**
1. What are the 7 Ps of marketing Mix?
  2. Discuss MACRO ENVIRONMENT in context to Marketing.
- Q. 5. Case study (15)**
- CoolDelights, a mid-sized ice cream brand, has been struggling to compete in a saturated market dominated by well-known players. The brand's unique selling proposition (USP) is its use of 100% organic ingredients. However, despite this, its market share has been stagnant. The company has been investing heavily in print advertisements but hasn't explored digital marketing. Recently, a competitor launched a viral campaign highlighting their eco-friendly packaging, which gained massive traction.
- Questions:**
1. What could be the reasons for CoolDelights's stagnant market share despite its organic USP?
  2. Suggest two marketing strategies CoolDelights could adopt to improve its market position.
  3. How can CoolDelights leverage digital marketing to increase brand awareness?