

Time: 10.00am to 12.30pm

Q. 1. Choose the most appropriate option. (05)

- Q. 2. State True / False (05)**

- Q. 3. Write Short notes on (Any Three) (15)**

1. Marketing Myopia
2. Product Concept
3. Societal Marketing Concept

4. Occupation as a factor influencing consumer behavior.
5. Desire

Q. 4. Answer in detail (Any Two) (20)

1. Discuss Micro-Environment factors of Marketing Environment.
2. "Marketing is a science and art of knowing and dealing with psychology of people". Justify this statement in light of importance of studying marketing
3. Demographic factors highly influence consumer's behavior. State and explain these factors.
4. Discuss Need, Want and Desire with practical example.

Q. 5. Case study (15)
EcoSip's Sustainable Shift

EcoSip, a regional beverage company known for its flavored bottled drinks, has been operating successfully for over a decade. However, the company recently identified a shift in consumer preferences, particularly among millennials and Gen Z, toward sustainability and eco-friendly products. The increasing concern about plastic pollution and carbon footprints posed a challenge to EcoSip's business model, which relied heavily on single-use plastic bottles.

To align with this shift, the company decided to adopt a **societal marketing strategy** that balanced profitability with environmental responsibility. They introduced the **EcoRevolve Program**, a three-pronged initiative focused on sustainability:

1. **Introduction of Bio-Degradable Packaging** – EcoSip replaced its plastic bottles with biodegradable and compostable alternatives made from plant-based materials.
2. **The "Refill & Reward" Campaign** – The company launched refill stations in major retail stores, allowing customers to bring their own reusable bottles and get a discount on their purchases.
3. **Eco-Awareness Drive** – EcoSip partnered with schools, colleges, and local influencers to promote awareness about reducing plastic waste and adopting sustainable consumption habits. Social media campaigns using the hashtag #SipGreen aimed to engage younger consumers in the movement.

The **EcoRevolve Program** not only helped reduce plastic waste but also improved EcoSip's brand image, attracting environmentally conscious consumers. The company's sales surged as customers appreciated its commitment to sustainability, creating a competitive edge over rivals still using plastic packaging.

Questions :

1. How does EcoSip's EcoRevolve Program align with the societal marketing concept? (4 marks)
2. What potential benefits and challenges might EcoSip face in implementing this initiative? (3 marks)
3. Suggest additional strategies EcoSip could adopt to strengthen its commitment to societal marketing. (3 marks)