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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY - 2025
SEMESTER - II
Sub.: Marketing Management (MBA202)

Date : 16/05/2025**Total Marks : 60****Time: 2.00pm to 4.30pm**

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

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| Q. 1. | Write Short notes on (Any Three) | (15) |
| | <ol style="list-style-type: none"> 1. Evolution of Marketing 2. Selling Concept 3. Product concept 4. Niche goods 5. Want | |
| Q. 2. | Answer in detail (Any One) | (10) |
| | <ol style="list-style-type: none"> 1. Explain with examples various psychological factors influencing a consumer to make purchase decisions. 2. Explain Promotion Mix in detail. | |
| Q. 3. | Answer in detail (Any One) | (10) |
| | <ol style="list-style-type: none"> 1. Discuss elements of MICRO Environment of Marketing 2. Differentiate between Selling and Marketing | |
| Q. 4. | Answer in detail (Any One) | (10) |
| | <ol style="list-style-type: none"> 1. Discuss various demographic factors influencing a consumer to make purchase decisions. 2. Explain Price Mix in detail. | |
| Q. 5. | Case study: | (15) |
| | <p>Sip-Up, 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 Sip-Up's business model, which relied heavily on single-use plastic bottles.</p> <p>To align with this shift, the company decided to adopt a societal marketing strategy that balanced profitability with environmental responsibility. They introduced the Green-Revive Program, a three-pronged initiative focused on sustainability:</p> <ol style="list-style-type: none"> 1. Introduction of Bio-Degradable Packaging – Sip-Up 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 – Sip-Up 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 Green-Revive Programme not only helped reduce plastic waste but also improved Sip-Up'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.

Question:

1. How does Sip-Up's Green-Revive Program align with the societal marketing concept?
 2. What potential benefits and challenges might Sip
 3. Suggest additional strategies Sip-Up can adopt to strengthen its commitment to societal marketing.
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