

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2025
SEMESTER - I

Sub.: Marketing Management (MBA24-104)

Date : 27/12/2025	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. Product Mix
2. Positioning
3. Market Segmentation
4. Wholesaler
5. Retailer

Q. 2. Answer in detail (Any One) (10)

1. Discuss the major objectives and importance of advertising in marketing.
2. Explain the concept and importance of channel management decisions.

Q. 3. Answer in detail (Any One) (10)

1. Elaborate on the components of the marketing mix with suitable examples.
2. Define the role of research and development in new product development

Q. 4. Answer in detail (Any One) (10)

1. Discuss the key challenges faced in new product development.
2. Explain different types of advertising with suitable examples

Q. 5. Case study (15)

Fresh Sip Beverages Pvt. Ltd. is a new player in the Indian health drink market, offering 100% organic, cold-pressed fruit juices. At its launch, the company adopted a premium pricing objective to position itself as a luxury and health-conscious brand. The founders believed that customers would associate a higher price with superior quality and purity. Initially, the strategy worked well in urban areas, where health-conscious consumers were willing to pay extra. However, after six months, sales growth began to stagnate. Several new competitors, such as Nature Drop and Pure Press, entered the market with similar products but at lower prices. External factors like rising raw material costs, changing consumer preferences, and increasing competition began affecting Fresh Sip's pricing decisions. Internally, higher production expenses, limited economies of scale, and marketing costs also influenced the final price. To maintain sales, the management considered shifting to a penetration pricing policy to attract middle-income consumers. Some team members suggested introducing smaller, affordable packaging to reach a wider audience, while others proposed offering limited-time discounts. The finance team, however, warned that lowering prices too much might hurt profits and brand perception. Meanwhile, a key competitor, Nature Drop, suddenly announced a 15% price reduction on its entire product line. This unexpected move forced Fresh Sip to reconsider its strategy. The company had to decide whether to initiate a price change or respond through non-price competition, such as improving quality, offering loyalty benefits, or enhancing promotional campaigns. The management now faces a critical decision: how to balance profitability, competitiveness, and brand image in a dynamic market.

Questions:

1. What were Fresh Sip's initial pricing objectives, and how did they influence its brand positioning?
2. Identify the key internal and external factors that affected Fresh Sip's pricing decisions.
3. Suggest suitable pricing strategies or policies Fresh Sip could adopt to remain competitive.