

MBCP 2002

M.B.A. DEGREE EXAMINATION, MAY 2026.

Second Semester

Common

MARKETING MANAGEMENT

(2023 Regulation)

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Explain the various marketing concepts.
2. Identify the factors influencing consumer buying behaviour.
3. Classify the types of product mix decisions.
4. Enumerate the stages involved in the Product Life Cycle (PLC).
5. A cinema theatre is offering "Wednesday discount tickets". Which pricing strategy is applied here? Justify.

15. Discuss the role of advertising and sales promotion in marketing strategy.
16. A new mobile phone company wants to enter the Indian market. Suggest a suitable promotion mix strategy for its launch.

SECTION C — ($1 \times 15 = 15$ marks)

Answer the following.

(Compulsory)

17. Case study :

Glow Care Cosmetics is an Indian mid-sized company producing organic skincare products (face creams, body lotions, herbal soaps). The company initially succeeded by selling through exclusive company-owned outlets in metro cities. Over time, competition increased from both international premium brands (L'Oreal, Body Shop) and low-cost local brands.

For promotions, Glow Care spent heavily on advertising campaigns featuring celebrities. Though these increased brand awareness, sales did not match expectations. Glow Care's marketing manager is now debating whether to increase sales promotions (like festival discounts, free samples, combo packs) or continue investing in advertising and influencer partnerships for long-term brand equity.

Glow Care now faces critical marketing decisions in pricing, distribution, and promotions.

Questions :

- (a) Discuss whether Glow Care should adopt skimming pricing or penetration pricing for its new product line. Support your answer with reasons.
- (b) Examine the distribution strategy of GlowCare. How can the company resolve the conflict between online and offline retailers?

