

LOYOLA-INTERNATIONAL ACADEMIC COLLABORATION

LOYOLA COLLEGE CHENNAI – 600 034

BBA-FRANCE – END SEMESTER EXAMINATION

THIRD SEMESTER – NOVEMBER 2024

BBAFR 332 – MARKETING MANAGEMENT



Date: 12-11-2024

Dept. No.

Max.: 100 Marks

Time: 01:00 pm-04:00 pm

PART A

I. Give Short answers: (10 x 2 = 20 marks)

1. Define Marketing.
2. What is customer loyalty?
3. Write about the different generational cohorts in marketing.
4. How is primary data helpful in market research?
5. Explain the term 'Modified Rebuy' in Business Buying Situations.
6. What do you mean by brand extension?
7. What is the difference between push and pull marketing?
8. What are the different types of retailers?
9. What pricing strategy best exemplifies the pricing of printers and cartridges?
10. What is Ethical marketing?

PART B

II. Give answers in brief: (Any 4)

(4 x 10 =40 marks)

11. Describe the different concepts of marketing management orientations.
12. Explain the various stages of the product life cycle.
13. Determine an appropriate pricing strategy for launching an innovative, brand-new product.
14. Examine the importance of understanding customer needs and wants in the consumer market.
15. What is the PESTLE framework? How can a PESTLE analysis be performed to study the marketing environment?
16. Imagine you are a leading FMCG maker specializing in making soaps. List clear market segments and suitable marketing ads targeting those specific segments.

PART C

III. Give Detailed answers: (Any 2) (Case is compulsory)

(2 x 20 = 40 marks)

17. Critically analyse the various factors influencing the pricing decisions of a product.
18. "Building the right relationship with the right customer is crucial for marketing a product" – Critically examine this statement.
19. Read the following case and answer the questions that follow.
‘Deciding the Right Promotional Mix for Style Avenue’

Ravi Singh, the marketing manager of “Style Avenue,” a mid-sized fashion store in Mumbai, is faced with a crucial decision. After years of steady growth, the store is experiencing stagnating sales, and Ravi needs to boost both foot traffic and online engagement. Style Avenue specializes in trendy, affordable clothing for young professionals and college students, and with competition rising from

both fast-fashion chains and e-commerce giants, Ravi needs to design an effective promotional strategy to stay relevant.

Ravi knows that crafting the right promotion mix is essential to capture the attention of his target audience. However, with a limited budget, he has to be strategic in deciding where to allocate resources. Ravi is considering a mix of advertising, sales promotions, personal selling, public relations, and digital marketing, but each option has its own benefits and challenges. His decision will influence the store's ability to connect with customers, increase sales, and remain competitive.

Ravi is contemplating whether traditional advertising, like billboards or magazine ads, is still relevant for his store. Though expensive, it has the potential to reach a broad audience. Television or radio ads are also options, but they may not effectively target the younger, digital-savvy audience that Style Avenue is after. On the other hand, digital advertising through platforms like Instagram and Facebook could be more cost-effective, allowing Ravi to tailor ads to specific demographics and interests. However, the fashion industry is saturated with brands vying for attention online, so standing out is a challenge.

Sales promotions such as discounts, buy-one-get-one offers, and flash sales have worked for Style Avenue in the past. Ravi knows that customers love a good deal, but he's cautious about overusing discounts as they can erode the brand's perceived value. Additionally, while promotions can drive immediate sales, they might not build long-term customer loyalty. Ravi is considering running seasonal promotions or introducing a loyalty program, but he's unsure of how to structure them for maximum effectiveness.

While Style Avenue has a solid in-store team, Ravi wonders whether investing in personal selling can significantly impact the store's success. The store's sales staff has built strong relationships with repeat customers, but this strategy does not necessarily translate to the store's growing online presence. Ravi is also considering whether creating a personal shopping service or offering in-store styling consultations might improve customer satisfaction and increase sales, particularly for higher-priced items.

Public relations is another tool Ravi is considering. He could host an event at the store, invite local fashion bloggers or influencers, and generate buzz. He knows that influencer marketing has been effective for other fashion brands, and aligning Style Avenue with well-known figures in the fashion world could boost credibility. However, selecting the right influencers and measuring the return on investment from such initiatives is uncertain.

Ravi believes social media platforms like Instagram and TikTok are vital for reaching younger customers. He's considering launching a targeted campaign to showcase new collections, behind-the-scenes content, and customer testimonials. Additionally, he could use digital marketing tools such as Google Ads and email marketing to maintain engagement with existing customers. The challenge, however, is ensuring that his digital strategy is creative and engaging enough to capture attention in a competitive space, without exhausting his limited budget.

The Decision

Ravi knows that each promotional tool has its own advantages and drawbacks, but he can't afford to implement them all. He needs to decide which combination will be the most cost-effective and impactful, given his target audience and budget constraints. Should he focus more on digital strategies, blend traditional and modern tactics, or prioritize influencer and event-driven campaigns?

Questions (4 marks each):

- What factors should Ravi consider when deciding between traditional advertising and digital marketing for Style Avenue?
- How can sales promotions boost short-term sales without damaging the brand's long-term value?
- What are the potential benefits and risks of influencer marketing for a mid-sized fashion store like Style Avenue?
- How can Ravi effectively integrate personal selling strategies for both in-store and online customers?

- e) What promotion mix would you recommend for Style Avenue given its target market and budget limitations?
