Birla Institute of Management LIBR
0121714

62206

Reg. No. | | | | | | | | |

I Semester M.B.A. (Day/Evening) Degree Examination, May/June - 2025

MANAGEMENT

Marketing Management

(CBCS Scheme 2019 Onwards)

Paper : 1.6

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **Five** questions from the following. Each question carries **5** marks. **(5×5=25)**

1. What are the micro, macro factors impacting marketing?
2. Expound the components of marketing mix for products and services?
3. How do you delineate the consumer buying and business buying?
4. Explain the sales management strategies?
5. Discuss the main tools of IMC?
6. CRM is better tool to build the customer loyalty? Discuss with suitable examples.
7. How do virtual worlds and online gaming impact brand perception?

SECTION - B

Answer any **Three** questions from the following. Each question carries **10** marks.**(3×10=30)**

8. Enumerate the factors influencing buyer behavior from Indian Context.
9. What is pricing strategies. Discuss the various pricing strategies in details?
10. Social media tools are crucial for marketing management in the digital era? Justify with illustration of the SM tools.
11. How does the PLC impact marketing strategies?

[P.T.O.

CamScanner

SECTION - C

12. Compulsory case study : **(1×15=15)**

Ola cabs - a prominent figure in India's ride - sharing landscape has successfully countered the intense competition from global giants like Uber by prioritizing local preferences and needs. Ola grappled with fierce rivalry, regulatory obstacles, and the imperative to uphold service quality while expanding operations across India's diverse urban environments. Ola's innovative and localized strategies induce customized services to meet local demands in various cities, introducing modes like auto - rickshaws and bikes alongside traditional cabs. The company adopted dynamic pricing models to balance demand during peak times and rolled out frequent promotions to maintain customer loyalty. Ola enhanced the riding experience by including advanced navigation and safety features, improving both driver and passenger satisfaction, allowing it to sustain a strong growth trajectory amidst extreme competition.

In 2024-25, Ola Cabs now Ola consumer focused on expanding beyond ride - hailing with initiatives like Ola Share, Ola pay, and a push into electric vehicles. They also shifted to their own cloud platform and mapping system. Ola Electric, a sister company, launched electric motorcycles and expanded its scooter line - up, aiming for a wider market share in the EV space.

Questions : **(3×5=15)**

a) What are the challenges Ola faced?

b) Discuss the strategies followed by Ola to overcome the challenges?

c) What are the businesses outcomes of Ola?

CamScanner