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

I Semester M.B.A(Day & Eve) Degree Examination June/July- 2024
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. Discuss the Micro and Macro factors impacting the marketing.
2. Explain the stages of new product in marketing.
3. Elaborate the factors affecting the buying behavior of consumers.
4. Explain the sales process and its improvement on the business organization.
5. Write short notes on CRM and its cycle.
6. Differences of consumer behavior in Indian and global scenario.
7. Explain MIS and its benefits on business.

SECTION - B

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

8. Elaborate on recent trends in marketing and its impact on global business.
9. Enumerate the bases for market segmentation.
10. Discuss Social Media tools with suitable examples.
11. State how can customer service be improved in service sector with marketing mix.

[P.T.O.

SECTION - C

12. Compulsory Case Study: **(1×15=15)**

Unilever-The Rise of Plant-Based Alternatives in Unilever's Marketing Mix

Unilever is a leading FMCG company with a vast portfolio of food brands, including household names like Hellmann's mayonnaise and Ben and Jerry's ice cream. The rise of plant-based diets presented both a threat and an opportunity for Unilever. Consumers, particularly younger generations, were increasingly seeking out plant-based alternatives for health , environmental, and ethical reasons.

The challenge to Unilever is to capitalize on the growing consumer demand for plant-based alternatives in the food and beverage category while maintaining market share for established dairy-based products.

The strategy adopted by company is

- **Dual-Brand Approach:** Unilever adopted a two-pronged strategy. They continued to market their established dairy-based brands while launching new plant-based product lines under separate brand names, like Hellmann's Vegan Mayonnaise and Ben and Jerry's non-dairy ice cream flavors.
- **Targeted Marketing:** Unilever employed targeted marketing campaigns to reach distinct consumer segments. Traditional marketing channels were used to promote established products, while social media marketing and influencer partnerships were leveraged to reach the plant-based consumer base.
- **Data-Driven Innovation:** Unilever invested in research and development (R&D) to create innovative plant-based products that matched the taste and texture of their dairy counterparts. They utilized consumer data to understand changing preferences and refine product offerings.

Questions:

a) Consider the ethical implications of plant-based alternatives within the broader context of sustainability.

b) Analyze the effectiveness of the dual-brand approach in the FMCG industry.

c) Discuss the importance of targeted marketing in a market with diverse consumer segments.