

**I MBA - II Semester – Regular / Supplementary Examinations
SEPTEMBER 2021**

MARKETING MANAGEMENT

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following: 5 x 2 = 10 M

- a) Explain any four core concepts of Marketing Management briefly.
- b) What is target market and how is it selected?
- c) What is product mix and product line?
- d) What are the elements of promotional mix?
- e) What is green marketing?

SECTION – B

Answer the following: 5 x 8 = 40 M

2. a) Explain the role and functions of the Marketing Department.

OR

b) Discuss about the market research process for marketing a typical consumer market.

3. a) Elaborate how the consumer markets are segmented using various bases?

OR

b) How is a positioning strategy developed and communicated?

4. a) What are the various ways of branding consumer products?

OR

b) Explain the process of developing a new consumer product.

5. a) Discuss the nature, importance and functions of marketing channels.

OR

b) Elaborate the steps in the process of channel management.

6. a) How is the growth in India in wholesaling and retailing and what are the trends that are taking place in wholesaling and retailing in India?

OR

b) Explain about the various types of wholesalers and retailers.

SECTION – C

7. Case Study

1 x 10 = 10 M

The Coca-Cola Company was founded in 1892 and is headquartered in Atlanta, GA. As one of the most recognized corporations in the world, the Company offers over 500 brands to people in more than 200 countries and employs more than 700,000 people around the world. In addition to its namesake Coca-Cola drinks, just some of the company's leading brands around the world include Dasani waters, Gold Peak teas and coffees, Honest Tea,

Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater and Zico coconut water. The company has built dozens of mobile apps, ranging from the mixology guide *Coca-Cola Freestyle* for consumers to *Coke Notify Service Request* for retailers to *Dasani Purefill*, an app designed to help college students stay hydrated via self-serve water stations.

All around the world, people consume The Coca-Cola Company's products 1.7 billion times every day — about 19,400 beverages every second. Because many consumer interactions with the company's brand occur in secondary outlets, such as grocery stores and stadiums, it's particularly valuable to have accurate data that sheds light on the myriad marketing challenges and opportunities that come with being such a ubiquitous and multi-faceted brand.

Whether it is optimizing its own apps or partnering with retailers to optimize theirs, Coca-Cola relies on App Annie Intelligence to help it understand the digital landscape via actionable data. Armed with data from App Annie, Coca-Cola can gain an understanding of everything from keyword optimization to color schemes used in screenshots to media buys. App Annie data, Chambers notes, injects science into a variety of marketing strategies. “The use cases of what we use the App Annie dataset for are as diverse as the Coca-Cola customer base,” he says.

App Annie's data is a linchpin of the deep learning that propels Coca-Cola and its customers forward.

“We can manifest that understanding into getting our customers to add new features that engage consumers, into driving engagement in user bases in apps, and even in things like getting the perfect

mobile ordering experience in food service,” says Chambers. Data from various sources can be used in concert, so Coca-Cola and its customers can drive great experiences for consumers and drive bottom line growth throughout the company’s distribution network.

Chambers believes that data and insights from App Annie is key to maintaining The Coca-Cola’s Company’s tradition of best-in-class marketing that has delighted consumers for generations.

“With insights and data from App Annie and the ability to work with the customers of Coca-Cola, we can move the marketplace in places that amaze consumers and drive really great experiences — and at the same time drive bottom line growth.”

Questions:

1. Summarize the challenges faced by Coca-Cola.
2. Explain about App Annie Intelligence and its benefits.
3. Discuss how App Annie contributes to better customer engagement.