

Jamia Hamdard
School of Management and Business Studies
Department of Management
Odd Semester Examination – January 2023
MBA (I) – VII Semester
MBA (I)-FG-101
Marketing Management

Roll No.....

Duration: 3 Hours

Max. Marks: 60

Note: Attempt any five questions. All questions carry equal marks.

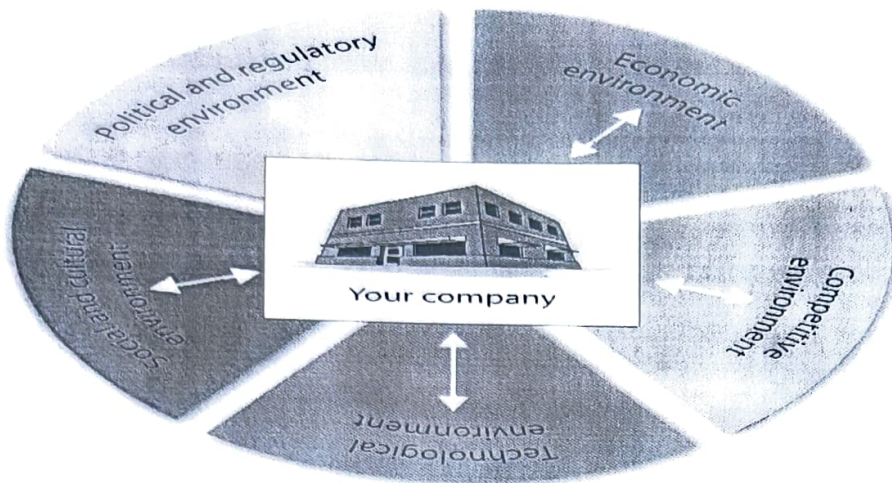
(12 X 5 = 60)

Make valid assumptions wherever required.

Q1. Analyze this figure in the context of need and want fulfilment.



Q2. Compare the scenarios when your company hails from different industries.



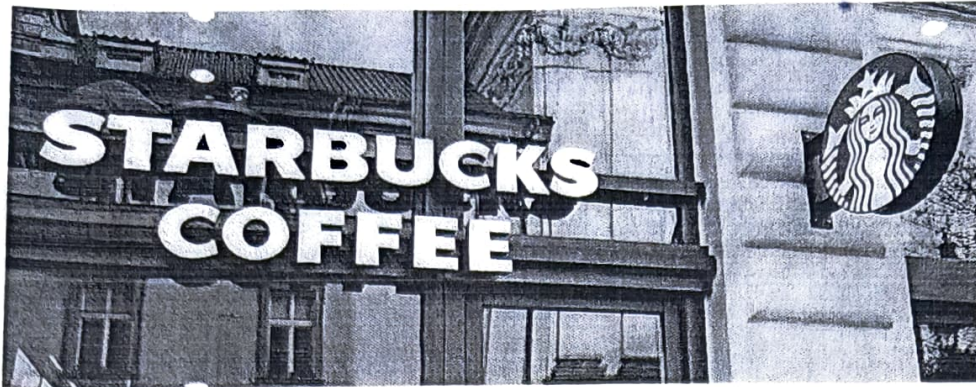
Q3. Construct 4Ps with the help of the following figure.



Q4. Discuss about the positioning of Raymond based on the below excerpt.



Q5. Predict some suitable offers for Starbucks' customers using segmentation parameters/variables.



Q6. Discuss about the product mix of Amul with the help of the following figure.

Product Mix of AMUL

		Product Mix Width						
Product Line Length	Milk	Bread Spreads	Cheese	Beverage	Paneer	Dahl	Ghee	Mithai
	Amul gold	Amul butter	Processed Cheese	Amul kooli Flavored Milk	Amul malai Paneer	Amul Masti Dahl	Amul Ghee	Gulab Jamoon
	Amul Taster	Amul Lite	Amul Gouda Cheese	Amul kooli Café	Amul Fresh paneer	Amul Probiotic Dahl	Sagar Ghee	Amul Basundi
	Amul Slim & Trim	Delicious Table Margarine	Mozzarella Cheese	Amul Kori Koko		Amul flavryo	Amul Brown	Aykar Ladoo
	Amul Tea-Special	Garlic Butter		Amul Kooli Milk Shaker			Amul Yellow (Cow) Ghee	Shrikhand
	Amul Shakti			Amul Stamina Can				
	Amul Diamond			Amul Buttermilk				
				Amul Lassi				

Q7. Elaborate upon the branding strategy of Maggi applying the following figure.



Q8. Which of the following two pricing offers will work better? Explain your argument.

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