

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT
 End Term Examination, May 2026
 BBA, Semester II, 2025-26

Roll No.....

MA1101: Principles of Marketing

Time: 2.5 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything, other than your roll number, on the question paper.
2. Use of a non-scientific/non-programmable calculator is permitted.
3. Attempt any 4 questions from Section A. Section-B is compulsory.

Section- A

- Q. 1 An automobile company plans to launch an electric scooter for students and daily commuters but is unsure about features, pricing, and market acceptance. As a marketing manager, apply the stages of the New Product Development (NPD) process and explain the key actions at each stage to ensure a successful launch. 05.0
(CO1, CO4)
- Q. 2 A consumer electronics company plans to expand the distribution of its products in both urban and rural markets and needs to decide the right channel structure and partners. Explain how you would design an effective marketing channel system by evaluating the key considerations in the design and management of channel members. 05.0
(CO1, CO4)
- Q. 3 A company is running a sales promotional campaign for its product. The normal (baseline) sales are 1,200 units per week. The sales promotion runs for 4 weeks, during which total sales were 6,800 units. However, after the sales promotion, sales drop for 2 weeks, with total sales recorded at 1,800 units during these 2 weeks. 05.0
(CO1, CO4)
- Additional details:
- Contribution margin per unit = ₹90
 - Variable sales promotional cost per unit = ₹20
 - Fixed sales promotional cost = ₹50,000
- Questions:**
- a) Calculate the incremental sales generated due to the sales promotion.
 - b) Calculate the ROI (%) of the sales promotion campaign.
- OR**
- A new brand of organic skincare products is being launched in India, targeting young urban consumers. The company has a limited budget but wants to create strong awareness and encourage trial. Suggest an appropriate promotion mix strategy for the brand 05.0
(CO1, CO4)
- Q. 4 Write short notes on the following: 05.0
- (a) Role of AI in Marketing Strategy (CO1,
 - (b) Product Life Cycle CO4)

- Q. 5 A company is planning to launch a new smart wearable device targeted at young professionals. The estimated fixed costs, including equipment, rent, salaries, and initial promotion, amount to ₹9,50,000. The variable cost per unit, covering materials, labor, packaging, and logistics, is ₹1,200. The company plans to produce 4,000 units. Based on market research, similar products are priced between ₹2,200 and ₹2,800, and customers are willing to pay around ₹2,500 for a product with good features. The management is considering using either a cost-based pricing approach with a 30% mark-up or a value-based pricing approach. Suggest an appropriate selling price and briefly justify whether it should be based on cost or customer value. 05.0 (CO1, CO4)

Section -B

- Q. 6 Sattva Sip Beverages is a newly established Indian company aiming to enter the rapidly growing market for functional and wellness beverages. The company plans to introduce a range of ready-to-drink beverages enriched with natural ingredients such as herbs, fruit extracts, vitamins, and electrolytes. These drinks are positioned as a healthier alternative to carbonated soft drinks and artificially flavored energy drinks, targeting consumers who are increasingly conscious about their lifestyle and dietary habits. 10.0 (CO3)

The management team conducted exploratory research across major urban centers and identified significant diversity in consumer needs and preferences. Younger consumers, particularly those in the age group of 18–30, are attracted to trendy flavors, attractive packaging, and products that align with their social image. Working professionals in the 25–40 age group, especially those in demanding jobs, are more interested in beverages that provide sustained energy and convenience during long working hours. On the other hand, a segment of health-conscious individuals actively seeks low-sugar, natural, and immunity-boosting drinks as part of their daily routine. Families with children show interest in healthier substitutes for sugary drinks but remain price-sensitive and cautious about product ingredients.

The research also revealed differences in behavioral patterns. Some consumers are regular users of such beverages, incorporating them into their daily routines, while others consume them occasionally during specific situations such as travel, gym sessions, or periods of fatigue. Furthermore, accessibility through modern retail stores, online platforms, and gyms plays a critical role in influencing purchase decisions.

Despite identifying multiple potential segments, Sattva Sip Beverages faces constraints in terms of limited production capacity, budget, and brand recognition. The company realizes that adopting a mass marketing approach at this stage may not be feasible. Instead, it must carefully evaluate segments for growth potential and competitive intensity.

After selecting a suitable target segment, the company intends to design a clear value proposition and establish a distinct position in the minds of consumers. The marketing team is working on defining how the product should be perceived relative to competing beverages, whether as an energy booster, a

health drink, or a lifestyle product. The challenge lies in communicating a unique and credible benefit that differentiates Sattva Sip Beverages from both traditional soft drinks and existing health-focused brands.

Questions:

1. Identify and explain the different bases of segmentation that Sattva Sip Beverages can use in this case.
2. Evaluate which segment would be most attractive for Sattva Sip Beverages to target initially. Justify your answer.
3. Which targeting strategy should the company adopt at the initial stage? Explain.
4. Develop an appropriate positioning statement for Sattva Sip Beverages.

