

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, May 2025
BBA, Semester II, 2024-25

Roll No.....

MA1101: Principles of Marketing

Time: 2.0 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything, other than your roll number, on the question paper.
2. Attempt all questions.

Q. 1 A luxury car company wants to introduce a new electric vehicle. How should they segment the market, who should they target, and how can they position the car to stand out in the EV market? Also write a positioning statement for the brand. 10.0
(LO3)

OR

A well-known international cosmetics brand is expanding into Indian market. How should the brand adapt its product and branding strategy to align with local preferences and cultural norms without losing its global identity? 10.0
(LO1)

Q. 2 What is channel conflict? How can channel conflicts be managed effectively? 10.0
(LO4)

OR

Explain the concept of the Product Life Cycle (PLC) with a diagrammatic illustration. Using an example of a consumer product, discuss how the marketing mix strategy would vary during different stages of the PLC. 10.0
(LO1)

Q. 3 A company is launching a new smartphone in a competitive market. Discuss how the following pricing strategies—penetration pricing, skimming pricing, optional product pricing, psychological pricing, and price bundling—can be applied in different scenarios. Provide examples for each strategy and explain which one would be most suitable for the smartphone based on its target market and positioning. 10.0
(LO4)

OR

A restaurant chain is launching a new plant-based menu. How should the company create an integrated marketing communication strategy that effectively conveys the health benefits, taste, and sustainability of its new offerings across TV ads, social media, and in-store promotions? 10.0
(LO4)