

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)

MBA I Year II Semester Regular & Supplementary Examinations June -2025

MARKETING MANAGEMENT

Time: 3 Hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

1 Elucidate the concepts of marketing. CO1 L3 10M

OR

2 a Explain the qualities of a marketing manager. CO1 L2 5M

b What are the unique features of the present Indian marketing environment? CO1 L1 5M

UNIT-II

3 What is segmentation? Explain the bases of market segmentation. CO1 L1 10M

OR

4 Explain the steps involved in new product development. CO1 L2 10M

UNIT-III

5 Explain the various levels of product planning. CO1 L2 10M

OR

6 Define Branding. Explain the significance of branding. CO1 L2 10M

UNIT-IV

7 a What are the objectives of pricing? CO1 L1 5M

b Explain the price skimming and penetration strategies. CO1 L2 5M

OR

8 Discuss managing the sales force with suitable examples CO1 L2 10M

UNIT-V

9 How do you organize, evaluate and control the marketing activities in marketing fast moving consumer goods? CO6 L2 10M

OR

10 Discuss rural marketing and its features. CO6 L2 10M

SECTION – B

(Compulsory Question)

11 1 x 10 = 10 Marks

In January 2018, marking 35 years of the presence of the iconic food brand Maggi in India, its parent company Nestlé India Ltd (NIL) launched a new marketing campaign aimed at clearing all fears about the safety of the product. The campaign contained two promotional videos. The first, a proposed television campaign 'Kuch Achha Pak Raha Hai' (something good is cooking), focused on the changing status of women. The other featured the complete manufacturing process of Maggi noodles wherein consumers got a view of the eight stages of making Maggi, from the farm to packaging in retail form... Nestlé's association with India dated back to 1912, when it began trading as The Nestlé Anglo-Swiss Condensed Milk Company (Export) Limited, importing and selling finished products in the Indian market. After India gained independence in 1947, the economic policies of the Indian Government stressed the need for local production in order to develop the milk economy. As a result, NIL was incorporated in the year 1956. The company set up its first factory in 1961 at Moga, Punjab. NIL manufactured a variety of food products such as infant food, milk products, beverages, prepared dishes & cooking aids, and chocolates & confectionary. Some of the company's popular brands were Nescafé, Maggi, Milky Bar, Kit Kat, Milkmaid, and Nestlé milk... In March 2014, a food inspector at the Uttar Pradesh government's Food Safety and Drug Administration spotted the label on packets of Maggi noodles that claimed

“no added MSG (monosodium glutamate)” during one of his routine raids on retail outlets. The sample was picked up and sent to the state laboratory at Gorakhpur for testing. The result that came back a few weeks later was positive – that particular sample of Maggi noodles contained MSG. Samples of Maggi noodles were then sent to the Central Food Laboratory in Kolkata in June 2014... Since the Maggi ban in 2015, NESTLE had revamped its repositioning strategy to regain customer trust and increase sales. It had been creating a buzz for Maggi on social media stating how consumers had been missing their favorite ‘two-minute’ noodles... Following its re-entry, Maggi’s market share grew steadily in India. From 55% in June 2016, it rose to 60% by the end of 2016. The company reported a turnover of US\$1.4 billion in 2016, up almost 13% over 2015. However, cost pressures and increased marketing spending led to subdued growth in profits, said experts. Though Maggi had recovered a lot of ground with a 60% market share as of August 2017, it was still down from the 77% before the ban. The instant noodle market, which had been rocked by a ban on market leader Maggi, had seen the entry of new players and the expansion in the market share of others since then.

Questions:

- a) What are the repositioning strategies in India?
- b) How to overcome the problems? Give your suggestions.

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