

5. (a) Services possess unique characteristics that require specific marketing strategies. Choose any service industry (hospitality, healthcare, or transportation) and discuss how the 7Ps can be adapted to meet the challenges and opportunities of marketing services. (10)
- (b) Write short notes on **any two** : (4×2=8)
- Packaging and Labelling
  - Brand Extensions
  - Product Classification
  - Public Relations vs Digital Marketing as a marketing tool in different industries

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5236

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Unique Paper Code : 2922061203

Name of the Paper : Principles of Marketing

Name of the Course : BMS (NEP)

Semester : II

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

- Write your Roll No. on the top immediately on receipt of this question paper.
- Attempt **ALL** questions.



- (a) The crypto verse has seen what seems like a lifetime of ups and downs already this year, yet activity in products linked to the industry have been nearly non-existent, with analysts saying that investors have abandoned the sector without plans to come back anytime soon. Crypto currencies had a particularly turbulent time in 2022, with the price of bitcoin dropping below \$16,000. There are signs that the crypto market is starting to

recover, but it's still an extremely volatile, high risk and complex investment. Assuming you're analysing your crypto portfolio, where would you place Bitcoin in the BCG Matrix? State giving reasons. Explain how BCG matrix is useful as a portfolio management tool. (10)

(b) Explain the concept of holistic marketing and its importance in creating a sustainable competitive advantage for a business. Provide examples to support your answer. (8)

2. (a) Select a consumer product of your choice and develop a segmentation strategy based on different bases of market segmentation. Justify your chosen segmentation variables and explain how they contribute to effective targeting and positioning. (10)

(b) Analyse the impact of demographic, economic, and socio-cultural factors on the marketing strategies of a fast-food chain operating in India. (8)

3. (a) Explain the concept of the product life cycle (PLC) and its significance for marketing decision-making. Apply the PLC concept to a specific product category and discuss appropriate marketing strategies for each stage of the cycle. (10)

(b) Pricing decisions require a thorough understanding of market dynamics and pricing methods. Choose a product or service and develop a pricing strategy based on non-mathematical determinants, considering both the product's value proposition and the target market's preferences. (8)

4. (a) "Effective promotion mix is crucial for reaching the target audience and generating sales." Design an integrated promotional campaign for a new smartphone brand, outlining the fundamental elements of promotion mix. (10)

(b) What is meant by level of a distribution channel? HairMasters Cosmetics is launching an instant hair colour for women who are unable to find time to colour their hair quickly when needed. It is not a substitute for regular hair colour. It is an aerosol spray which can be used on roots or top of the hair. Design an appropriate strategy to distribute this Hair colouring spray in urban metros in India. (8)