

SL No of QP : 1793

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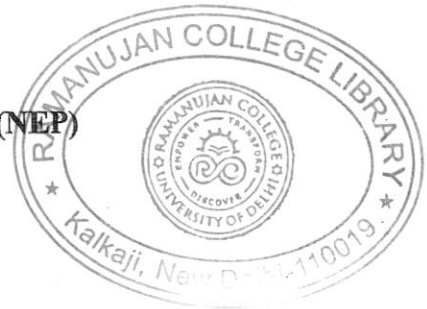
Name of the Paper : New Age Marketing

Name of the Course : Bachelors in Management Studies (NEP)

Semester : V

Duration : 3 hours

Maximum Marks : 90 Marks



Instructions for Candidates.

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Internal choice is given in Sections A and B
3. Section C is Compulsory
4. Read the instructions of each Section carefully.

Section A

Attempt any THREE questions.

(15 * 3 = 45 marks)

Q1. a) Product life cycle is a strategic concept for implementing product strategy. Do you agree with the statement? Elaborate your viewpoint with suitable examples and justification. (7 marks)

b) What is co-branding? What are its advantages? What type of companies can draw benefit from co-branding? Discuss the different types of co-branding by illustrating these types with the help of examples. (8 marks)

Q2. Compare and contrast the various e-commerce models. How does each model address the unique needs of its users? What advantages do they offer over traditional retailing? (7+8=15marks)

Q3. How do protectionist trade policies such as tariffs and quotas affect global supply chains, consumer prices, and competition for domestic industries in the short and long term? How do these policies create economic inefficiencies, provoke retaliation from trading partners, and impact the overall health of the global economy? (7+8=15 marks)

Q4. Write short notes with examples on any three of the following: (5*3=15marks)

- a) Tools of Integrated Marketing Communication
- b) Emerging Trends in Retailing
- c) Social Media Marketing Tools
- d) Ghemawat's CAGE framework

Section B

Attempt any TWO questions.

(15 * 2 = 30 marks)

Q5. ICG Chain of hotels is a chain of hotels in the luxury segment. Due to falling sales it wishes to conduct a competitor analysis on its rival's main product line of luxury hotels. It has around 35% of the market, whereas the key competitor enjoys a 50% share. It is worried that their key competitor intends to intensify efforts at increasing their market share. How can ICG go about conducting a competitor analysis? Discuss the sources of competitor information it can use. (15 marks)

Q.6 FreshSip, an Indian beverage company, has been successful domestically and recently expanded into the U.S. and European markets. However, due to protectionist policies like increased tariffs and regulatory barriers, FreshSip's exports have become more expensive, reducing their competitive edge. What are the stages of international expansion, and how does protectionism impact FreshSip's growth and trade strategies in global markets? (15 marks)

Q.7 'Eco Home' is a sustainable home furnishings and decor brand, designed for eco-conscious urban consumers. It operates through a hybrid retail model, offering both a highly engaging in-store experience and a well-optimized online shopping platform. The brand's mission is to promote eco-friendly and locally sourced products, emphasizing its commitment to sustainability. The brand aims to strengthen its brand equity by building clear brand identity and resonance with its target market. The brand focuses on creating meaningful connections with consumers by integrating sustainable values into its brand imagery and performance. Using Keller's Customer-Based Brand Equity (CBBE) model, analyze how "Eco Home" can build strong brand equity. (15 marks)

Section C- Compulsory

Q. 8 Read the case below and answer the questions that follow

GreenLeaf is an online marketplace launched in 2023, focusing on sustainable products such as organic foods, eco-friendly household items, and ethical fashion catering to environmentally conscious consumers. GreenLeaf operates on a business-to-consumer (B2C) model that allows direct shopping from various sustainable brands through a user-friendly platform.

Unlike traditional retail, GreenLeaf utilizes e-commerce to reach a broader audience without geographic limitations. The platform enhances the shopping experience with multiple payment options, including credit/debit cards, digital wallets, and cryptocurrencies, ensuring secure and convenient checkouts. To engage customers, GreenLeaf offers interactive content like live cooking classes and virtual workshops on sustainable living, fostering community and brand loyalty. The brand employs robust SEO strategies to enhance visibility, optimizing product descriptions and leveraging social media platforms for user engagement and influencer partnerships to expand its reach.

Looking ahead, GreenLeaf plans to launch a mobile app that will provide personalized recommendations, exclusive discounts, and access to loyalty programs, utilizing mobile marketing strategies to keep customers engaged. As it navigates the sustainable e-commerce landscape, GreenLeaf emphasizes transparency and ethical practices while addressing privacy concerns and data protection regulations, positioning itself as a leader in the sustainable products market.

a. How can GreenLeaf further enhance its customer engagement through the use of digital marketing tools while ensuring a seamless user experience, especially with the planned mobile application? (8 marks)

b. What additional measures can GreenLeaf implement to address potential privacy concerns and ensure compliance with data protection regulations as it expands its customer base, especially considering the increasing scrutiny on e-commerce platforms? (7 marks)