



JP – 691

I Semester M.B.A. (Day/Evening) ⁶ Degree Examination, July 2023
(CBCS Scheme)

(2021 – 2022 and Onwards) (Freshers)

MANAGEMENT

Paper – 1.5 : Marketing For Customer Value

Time : 3 Hours



Max. Marks : 70

SECTION – A

Answer **any five** out of the following questions. **Each** question carries **5** marks. **(5×5=25)**

1. Explain the procedure marketers use to evaluate and select target markets.
2. How does packaging and labelling impact consumer behaviour ?
3. Differentiate between direct and indirect channels of distribution.
4. What is sales promotion ? Explain common tools and techniques used in sales promotion.
5. Explain the ethical considerations in marketing research.
6. Define cyber marketing. How it changed the traditional marketing landscape ?
7. What is the consumer adoption process and how can firms use it to their advantage ?

SECTION – B

Answer **any three** out of the following questions. **Each** question carries **10** marks. **(10×3=30)**

8. How do macro and micro components of the marketing environment impact marketing decisions ?
9. What is a product life cycle and how does it impact a firm's marketing strategy ?

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10. How do firms determine their advertising budget and what are some factors that can impact it ?
11. What are the current trends in marketing and how do companies stay up to date with them ?

SECTION – C

12. Case study (**Compulsory** Question) : **(1×15=15)**

Coca-Cola's "Taste the Feeling" Campaign

Coca-Cola, one of the world's most iconic brands, launched its "Taste the Feeling" campaign in 2016. The campaign aimed to reposition Coca-Cola as a brand that is associated with positive emotions and experiences, rather than just a refreshing drink. The "Taste the Feeling" campaign included a series of ads that showcased the various moments of joy and happiness that people experience while drinking Coca-Cola. The ads featured catchy music and vibrant colors and they were designed to evoke strong emotions in viewers.

The campaign also included a number of digital and social media components, such as a mobile app that allowed users to create personalized Coca-Cola ads and share them on social media. The "Taste the Feeling" campaign was a departure from Coca-Cola's previous marketing strategy, which had focused more on promoting the brand's products and their features. By shifting the focus to emotions and experiences, Coca-Cola was able to connect with consumers on a deeper level and create a more emotional connection with its brand. The campaign was a success, with Coca-Cola reporting an increase in sales and brand awareness following its launch.

- a) What was the purpose of Coca-Cola's "Taste the Feeling" campaign and how did it differ from the company's previous marketing strategy ?
 - b) How did Coca-Cola's focus on emotions and experiences in its "Taste the Feeling" campaign help the company connect with consumers on a deeper level ?
 - c) What were some of the components of the "Taste the Feeling" campaign, and how did they contribute to the campaign's success ?
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