(b) Explain the concept of product mix decisions in detail, including key dimensions such as product mix width, length, depth, and consistency. How do these decisions impact a company's branding and market strategy? Illustrate your answer with an example from an industry of your choice. (8)

5. (a) Distribution channels can have vaiying levels depending on the number of intermediaries involved. Define and differentiate between the various channel levels in the context of marketing. Explain how the choice of channel level impacts the reach, cost, and control for the manufacturer. Support your answer with suitable examples from different industries to illustrate each level. (10)

(b) In practical marketing scenarios, how do personal selling and direct marketing differ in terms of approach, customer interaction, and effectiveness, and how should businesses decide which method to use based on their product type, target audience, and sales objectives? (8)

6. Write short notes on any **three** of the following:

(a) Price discrimination strategies

(b) Core marketing concepts

(c) Advertising reach and frequency

(d) Brand Equity (3×6)

(1000)

[This question paper contains 4 printed pages.]

Your Roll No..............

Sr. No. of Question Paper : 6123 **J**

Unique Paper Code : 2922102403

Name of the Paper : Marketing Management

Name of the Course : **B.A. (Hons.) Business Economics (2025)**

Semester : IV

Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Question **1** is compulsory.
3. Attempt **five** questions in all.

1. Zepto is a fast-growing quick-commerce startup that promises grocery delivery in just 10 minutes. It has gained popularity in major Indian cities where people value speed and convenience. One key factor behind its success is the use of "dark stores" - small warehouses located close to customers that enable faster deliveries. Zepto also uses smart technology to manage inventory and plan delivery routes efficiently.

It's simple, user-friendly app makes it easy for customers to order groceries anytime. The demand for quick home delivery increased during the COVID-19 pandemic, which further boosted Zepto's growth. Young, urban consumers, especially working professionals, have been quick to adopt the service. With strong investor support, Zepto has expanded rapidly and now competes with major players like Blinkit and Swiggy Instamart.

Please answer the following questions based on the above case let :

(a) Evaluate the effectiveness of Zepto's 10-minute delivery promise as a marketing USP- What other factors have been the key drivers for the growth of the platform in the urban households? Discuss. (10)

(b) Going forward, what challenges can the platform face? Suggest suitable solutions using the marketing techniques. (8)

2. The Unified Payments Interface (UPI) has become a key driver of India's digital economy. In 2025, with increasing AI integration, evolving RBI regulations, global interest in India's fintech model, and rising concerns around cybersecurity and data privacy, evaluate the factors and effect of political, economic, socio-cultural, technological, ecological and legal

environment on the current and future prospects of UPI. Provide relevant examples to support your analysis. (18)

3. (a) You are part of the marketing team at a tech startup launching a new Al-powered air purifier designed to automatically adjust filtration levels based on real-time air quality, occupancy, and user habits. Using the STP (Segmentation, Targeting, Positioning) framework, develop a detailed marketing strategy for this product, clearly specifying the basis of segmentation, choice of target market and a strong, clear positioning statement that highlights the unique value proposition of the AI- powered purifier and differentiates it from traditional air purifiers. (10)

(b) How can a resource-constrained startup develop a cost-effective and impactful promotion mix to successfully compete against well-established brands in the market? (8)

4. (a) How can a product manager of an Indian FMCG company leverage the BCG Matrix and Ansoff Matrix to make strategic decisions on product investments, growth opportunities, and market expansion? Please provide a detailed explanation of both the models followed by illustrations. (10)