

Minor I

MSL-303 (MARKETING MANAGEMENT)

All Questions are compulsory

Q1. Write notes on following (WITH CITATIONS & EXAMPLES) (ANY FIVE) - 10 Marks

- i. Maslow's hierarchy of needs theory ✓
- ii. Market Research & Marketing Research
- iii. Customer Perceived Value ✓
- iv. Abell's Business Model
- v. Sunk Cost Fallacy ✓
- vi. Penetrating Pricing ✓
- vii. Cognitive Dissonance

Q2 Explain Theodore Levitt framework of product formalization, discuss its implications with critical examples. 5 Marks

Q3. Nishtha is a textile technology graduate from IIT Delhi and she has developed prototype of various garments which can be suitable for Autistic Spectrum Disorder (ASD) children. ASD has multiple characteristic and one is that the children develop neurological and sensory discomfort. It may require special garments. Nishtha has approached you as a Marketing consultant to formalize the product as well as pricing. Develop a product formalization and pricing plan for Nishtha.. 5 Marks

OR

Divyansh Arora is a management postgraduate from IIT Delhi. He has decided to launch the branded Juice outlets similar in lines with the CCD and Barista Model. He has approached you to work as marketing consultant and help in deciding the product formalization for the Branded Juice outlets. Develop a product formalization plan for Divyansh.