


CMR INSTITUTE OF TECHNOLOGY																						
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Internal Assessment Test - II																						
Sub:		Marketing Management								Code:		22MBA105										
Date:		27/03/2025		Duration:		90		Max Marks:		50		Sem:		I		Branch:		MBA				
SET- II																						
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		Part A - Answer Any Two Full Questions ( 2* 20 = 40 marks)																				
1 (a)		In how many levels can a product be offered by a marketer? What are they?  A marketer can offer a product at five levels: core benefit, basic product, expected product, augmented product, and potential product. Here's a breakdown of each level: <b>Core Benefit:</b> This is the fundamental need or want the product fulfills for the customer. <b>Basic Product:</b> This is the actual product, its features, and attributes. <b>Expected Product:</b> This is what customers anticipate the product to be, based on their expectations and past experiences. <b>Augmented Product:</b> This includes additional features, services, or benefits that enhance the product's value and differentiate it from competitors. <b>Potential Product:</b> This represents all possible future transformations and augmentations the product could undergo.										[03]	3	1								
(b)		Outline various stages involved in the New Product Development process.  The New Product Development (NPD) process typically involves several stages, starting with idea generation and screening, followed by concept development and testing, marketing strategy, business analysis, product development, and finally, commercialization (launch). Here's a more detailed outline of the stages: 1. Idea Generation: <ul style="list-style-type: none"><li>This stage involves brainstorming and identifying potential new product ideas or improvements to existing ones.</li><li>Ideas can come from various sources, including internal teams, customer feedback, market trends, and competitor analysis.</li></ul> 2. Idea Screening: <ul style="list-style-type: none"><li>Once a pool of ideas is gathered, they need to be evaluated and screened to determine their feasibility and potential for success.</li><li>This involves assessing the idea's alignment with the company's strategy, market demand, and available resources.</li></ul>										[07]	3	2								

	<p>3. Concept Development and Testing:</p> <ul style="list-style-type: none"> <li>Selected ideas are further developed into specific product concepts, including features, benefits, and target market.</li> <li>These concepts are then tested with potential customers to gather feedback and refine the product idea.</li> </ul> <p>4. Marketing Strategy Development:</p> <ul style="list-style-type: none"> <li>A comprehensive marketing strategy is developed to outline how the product will be positioned, promoted, and distributed to the target market.</li> <li>This includes defining the product's value proposition, pricing, and distribution channels.</li> </ul> <p>5. Business Analysis:</p> <ul style="list-style-type: none"> <li>A thorough business analysis is conducted to assess the financial viability and profitability of the new product.</li> <li>This involves estimating costs, revenues, and potential return on investment.</li> </ul> <p>6. Product Development:</p> <ul style="list-style-type: none"> <li>The product is developed and refined based on the results of concept testing and business analysis.</li> <li>This stage involves creating prototypes, testing, and making necessary adjustments to ensure the product meets the required standards.</li> </ul> <p>7. Commercialization (Launch):</p> <ul style="list-style-type: none"> <li>The final stage involves launching the product to the market and implementing the marketing strategy.</li> <li>This includes activities such as advertising, promotion, and distribution to reach the target audience.</li> </ul>			
(c)	<p>What are the 4 stages of PLC? Discuss the 4Ps strategies that can be used for a brand new wireless earbuds (used for smartphones) for each stage of PLC.</p> <p>The four stages of the Product Life Cycle (PLC) are introduction, growth, maturity, and decline. Here's a more detailed explanation of each stage:</p> <p><b>Introduction:</b> This is the initial stage where the product is launched into the market, and sales are typically low.</p> <ul style="list-style-type: none"> <li><b>Focus:</b> Raising awareness, building demand, and establishing the product's value proposition.</li> <li><b>Marketing:</b> Emphasis on informing potential customers about the product and its benefits.</li> </ul> <p><b>Growth:</b> Sales begin to increase rapidly as the product gains market acceptance.</p> <ul style="list-style-type: none"> <li><b>Focus:</b> Expanding market reach, increasing production, and strengthening brand recognition.</li> <li><b>Marketing:</b> Focus on building brand loyalty and encouraging repeat purchases.</li> </ul> <p><b>Maturity:</b> Sales growth slows down, and the market becomes saturated.</p> <ul style="list-style-type: none"> <li><b>Focus:</b> Maintaining market share, differentiating the product, and potentially exploring new uses or markets.</li> <li><b>Marketing:</b> Focus on reminding customers of the product's benefits and potentially introducing new features or variations.</li> </ul>	[10]	3	4

	<p><b>Decline:</b> Sales start to fall, and the product's market share shrinks.</p> <ul style="list-style-type: none"> <li>● <b>Focus:</b> Deciding whether to continue production, cut costs, or phase out the product entirely.</li> <li>● <b>Marketing:</b> Focus on minimizing costs and maximizing profits from remaining sales.</li> </ul> <p><i>Students should apply the below discussion to the given case ie., wireless earbuds</i></p> <p>To optimize marketing strategies across the Product Life Cycle (PLC), businesses should adapt their 4Ps (Product, Price, Place, and Promotion) strategies based on the current stage, whether it's introduction, growth, maturity, or decline.</p> <p>1. Introduction Stage:</p> <p><b>Product:</b> Focus on creating a basic, functional product with a unique selling proposition (USP) to attract early adopters.</p> <p><b>Price:</b> Employ a pricing strategy that either aims for high profit margins (price skimming) or aims for market penetration (low prices).</p> <p><b>Place:</b> Utilize selective distribution channels to reach the target audience effectively.</p> <p><b>Promotion:</b> Emphasize awareness and education through targeted advertising, personal selling, and public relations.</p> <p>2. Growth Stage:</p> <ul style="list-style-type: none"> <li>● <b>Product:</b> Expand the product line with variations and features to capture a larger market share.</li> <li>● <b>Price:</b> Maintain or slightly lower prices to capitalize on increased demand.</li> <li>● <b>Place:</b> Expand distribution channels to reach a wider audience.</li> <li>● <b>Promotion:</b> Focus on building brand awareness and reinforcing the product's benefits through mass media advertising and promotional activities.</li> </ul> <p>3. Maturity Stage:</p> <p><b>Product:</b> Focus on product differentiation and innovation to maintain relevance and attract new customers.</p> <p><b>Price:</b> Implement competitive pricing strategies to maintain market share and attract price-sensitive customers.</p> <p><b>Place:</b> Optimize distribution channels to ensure efficient and cost-effective reach.</p> <p><b>Promotion:</b> Emphasize brand loyalty and repeat purchases through loyalty programs, coupons, and targeted promotions.</p> <p>4. Decline Stage:</p> <ul style="list-style-type: none"> <li>● <b>Product:</b> Consider product line reduction or discontinuation, or explore niche markets.</li> <li>● <b>Price:</b> Lower prices to liquidate inventory or maintain a small market share.</li> </ul>			
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	<ul style="list-style-type: none"> <li>● <b>Place:</b> Reduce distribution channels and focus on remaining profitable outlets.</li> <li>● <b>Promotion:</b> Reduce promotional efforts and focus on maintaining a small customer base.</li> </ul>			
2 (a)	<p>What do you understand by the acronym AIDA? In which context it is used?</p> <p>The acronym AIDA, standing for Attention, Interest, Desire, and Action, is a widely used marketing framework that outlines the stages a customer goes through in the process of making a purchase.</p> <p>Here's a breakdown of the AIDA model:</p> <p><b>Attention:</b> The first step involves capturing the customer's attention, often through advertising or marketing messages.</p> <p><b>Interest:</b> Once attention is gained, the goal is to create interest in the product or service, highlighting its benefits and features.</p> <p><b>Desire:</b> The next stage focuses on building desire or a strong want for the product or service, often by emphasizing its value and how it can solve a problem or fulfill a need.</p> <p><b>Action:</b> Finally, the goal is to prompt the customer to take action, such as making a purchase, visiting a website, or contacting the business.</p>	[03]	5	2
(b)	<p>What are the 4 targeting strategies for marketers? Select suitable targeting strategies for a furniture business.</p> <p>The four main targeting strategies for marketers are mass marketing, differentiated marketing, concentrated (niche) marketing, and micromarketing. For a furniture business, differentiated and concentrated (niche) marketing strategies can be particularly effective.</p> <p>Here's a breakdown:</p> <p><b>Mass Marketing (Undifferentiated Marketing):</b> This strategy treats the entire market as a single segment, focusing on a broad appeal with a standardized product and marketing message.</p> <ul style="list-style-type: none"> <li>● <b>Suitability for Furniture:</b> While potentially cost-effective, mass marketing might not be ideal for furniture, as customer needs and preferences vary significantly by style, budget, and space requirements.</li> </ul> <p><b>Differentiated Marketing:</b> This strategy involves targeting multiple segments with distinct products and marketing messages tailored to each segment's needs.</p> <ul style="list-style-type: none"> <li>● <b>Suitability for Furniture:</b> A furniture business could use differentiated marketing to cater to different customer segments, such as those seeking modern, minimalist furniture versus those preferring traditional, ornate pieces.</li> </ul> <p><b>Concentrated Marketing (Niche Marketing):</b> This strategy focuses on a specific, well-defined segment with unique needs and preferences.</p> <ul style="list-style-type: none"> <li>● <b>Suitability for Furniture:</b> A furniture business could focus on a niche, like "eco-friendly furniture for small apartments" or "luxury outdoor furniture for patios," allowing for specialized marketing and product development.</li> </ul>	[07]	5	4

	<p><b>Micromarketing:</b> This strategy involves tailoring marketing efforts to individual customers or very small groups.</p> <ul style="list-style-type: none"> <li>● <b>Suitability for Furniture:</b> Micromarketing might be used for very specialized furniture or custom orders, where personalized approaches are crucial</li> </ul>			
(c)	<p>Analyze the role of advertising in consumer decision-making.</p> <p>Advertising significantly influences consumer decision-making by shaping perceptions, attitudes, and purchase intentions, ultimately impacting buying behavior.</p> <p>Here's a more detailed analysis:</p> <ol style="list-style-type: none"> <li>1. Creating Awareness and Shaping Perceptions: <ul style="list-style-type: none"> <li><b>Product/Service Awareness:</b> Advertising serves as a primary tool to inform consumers about the existence and features of products or services.</li> <li><b>Brand Image:</b> Advertising helps create and maintain a positive brand image, influencing how consumers perceive a product or company.</li> <li><b>Differentiation:</b> Advertising highlights unique selling points and differentiates products from competitors, aiding consumers in making informed choices.</li> </ul> </li> <li>2. Influencing Attitudes and Preferences: <ul style="list-style-type: none"> <li><b>Persuasive Techniques:</b> Advertising uses persuasive language, emotional appeals, and social proof to influence consumer attitudes and preferences.</li> <li><b>Emotional Connection:</b> Successful advertising taps into consumers' emotions, creating a connection that goes beyond rationality and shapes purchase intentions.</li> <li><b>Normalization of Behaviors:</b> Advertising can introduce and normalize new behaviors, products, or lifestyles, leading consumers to adopt them.</li> </ul> </li> <li>3. Motivating Purchase Decisions: <ul style="list-style-type: none"> <li><b>Generating Interest:</b> Effective advertising creates interest in a product or service, prompting consumers to consider purchasing.</li> <li><b>Highlighting Benefits:</b> Advertising emphasizes the unique benefits and value proposition of a product or service, motivating consumers to make a purchase.</li> <li><b>Creating Urgency:</b> Advertisements can create a sense of urgency or scarcity, encouraging immediate purchases.</li> <li><b>Influencing Purchase Quantity and Frequency:</b> Advertising can influence how much consumers buy and how often they make purchases, especially through promotions and discounts.</li> </ul> </li> <li>4. The Role of Different Advertising Channels: <ul style="list-style-type: none"> <li><b>Television:</b> Television advertising is considered a powerful medium for reaching a broad audience and conveying complex information.</li> <li><b>Digital Advertising:</b> Digital advertising, including social media and online ads, allows for targeted messaging and personalized experiences.</li> </ul> </li> </ol>	[10]	5	4

	<p><b>Print and Other Media:</b> Print advertising, radio, and other media channels play a role in reaching specific demographics and reinforcing brand messages.</p> <p>5. Understanding Consumer Behavior:</p> <p><b>Market Research:</b> Advertisers conduct market research to understand consumer behavior, preferences, and decision-making processes.</p> <p><b>Targeted Messaging:</b> Based on market research, advertisers tailor their messages to resonate with specific target audiences.</p> <p><b>Feedback and Iteration:</b> Advertisers continuously analyze consumer reactions and feedback to improve their advertising campaigns and messaging.</p>			
3 (a)	<p>What is sensory marketing? Give some examples.</p> <p>Sensory marketing is a strategy that uses all five senses (sight, sound, touch, taste, and smell) to create a memorable and engaging experience for consumers, aiming to build stronger brand connections and influence purchasing decisions.</p> <p>Here are some examples of sensory marketing:</p> <p><b>Sight:</b></p> <ul style="list-style-type: none"> <li>● <b>Eye-catching visual displays:</b> Using vibrant colors, striking images, and well-designed layouts in stores or advertisements to grab attention.</li> <li>● <b>Brand-specific fonts and logos:</b> Ensuring consistent visual branding across all platforms to create a recognizable and memorable identity.</li> <li>● <b>High-quality product photography:</b> Showcasing products in a way that highlights their features and appeals to consumers.</li> </ul> <p><b>Sound:</b></p> <ul style="list-style-type: none"> <li>● <b>Brand-specific jingles or music:</b> Creating memorable soundscapes that evoke positive emotions and associate them with the brand.</li> <li>● <b>Ambient music in stores:</b> Using music to create a specific atmosphere and influence customer behavior.</li> <li>● <b>Sound effects in advertising:</b> Using sound effects to enhance the impact of a message and create a more immersive experience.</li> </ul> <p><b>Touch:</b></p> <ul style="list-style-type: none"> <li>● <b>Tactile product samples:</b> Allowing customers to touch and feel products before making a purchase.</li> <li>● <b>Comfortable store environments:</b> Creating a welcoming and relaxing atmosphere that encourages customers to linger and explore.</li> <li>● <b>High-quality packaging:</b> Using materials that feel luxurious and premium to enhance the perceived value of the product.</li> </ul> <p><b>Taste:</b></p> <ul style="list-style-type: none"> <li>● <b>Free samples and tastings:</b> Providing customers with opportunities to sample products and experience their taste.</li> <li>● <b>Menu design:</b> Using descriptive language and appealing visuals to make food items seem more desirable.</li> <li>● <b>Food and beverage pairings:</b> Suggesting complementary food and beverage combinations to enhance the overall experience.</li> </ul>	[03]	5	2



	<p><b>Smell:</b></p> <ul style="list-style-type: none"> <li>● <b>In-store scents:</b> Using pleasant fragrances to create a welcoming and memorable atmosphere.</li> <li>● <b>Scent-related marketing campaigns:</b> Using scents to evoke specific emotions or memories.</li> <li>● <b>Product-specific scents:</b> Creating scents that are unique to a particular product or brand.</li> </ul> <p>Examples of brands using sensory marketing:</p> <p><b>Starbucks:</b> The smell of freshly brewed coffee is a key part of the Starbucks experience, and the company ensures that every store has a consistent and strong aroma.</p> <p><b>Cinnabon:</b> The aroma of fresh-baked cinnamon rolls is a well-known marketing tool for Cinnabon, with ovens often placed near the front of the store.</p> <p><b>Apple:</b> Apple stores are designed to be sensory experiences, with smooth surfaces, minimalist design, and a focus on the user experience.</p> <p><b>Abercrombie &amp; Fitch:</b> The stores are intentionally designed from a multi-sensory point of view to get consumers to buy products, with a focus on scent and music.</p>			
(b)	<p>What is repositioning? Examine the reasons for some companies repositioning their existing brands?</p> <p>Repositioning, in a marketing context, involves strategically changing a brand's perception in the market to better appeal to its target audience or address evolving market dynamics. Companies might reposition for reasons like declining sales, changing consumer preferences, or to differentiate themselves from competitors.</p> <p>Here's a more detailed explanation:</p> <p><b>What is Repositioning?</b></p> <ul style="list-style-type: none"> <li>● Repositioning is a marketing strategy where a company adjusts or modifies how its brand is perceived by its target audience.</li> <li>● It's about changing the way consumers think about a brand, product, or service, rather than just changing the product itself.</li> <li>● It can involve modifying the brand's core message, visual identity, target audience, or even the product or service offering.</li> </ul> <p><b>Reasons for Repositioning:</b></p> <ul style="list-style-type: none"> <li>● <b>Declining Sales or Market Share:</b> If a brand's sales or market share are declining, repositioning can be a strategy to revitalize interest and attract new customers.</li> <li>● <b>Evolving Market Trends:</b> As consumer preferences and market dynamics change, brands may need to adapt their positioning to remain relevant.</li> <li>● <b>Increased Competition:</b> To stand out from competitors, a brand might reposition itself to highlight unique strengths or benefits.</li> <li>● <b>Product or Service Evolution:</b> When a product or service is updated or improved, repositioning can help communicate these changes to the market.</li> <li>● <b>Changing Target Audience:</b> If a brand's target audience shifts, repositioning can help ensure the brand resonates with the new demographic.</li> </ul>	[07]	5	3

	<ul style="list-style-type: none"> <li>● <b>Overcoming Negative Perceptions:</b> If a brand has a negative reputation or image, repositioning can be used to rebuild trust and improve public perception.</li> <li>● <b>Internal Alignment:</b> Repositioning can also be used to align the brand's message and image with the company's overall strategic direction.</li> </ul> <p><b>Examples of Repositioning:</b></p> <ul style="list-style-type: none"> <li>● A fast-food chain rebranding itself as an eco-friendly entity.</li> <li>● A software company updating its logo and messaging to reflect a new focus.</li> <li>● A company that originally relied on an international theme pivoting to a local market structure.</li> <li>● A shoe company positioning its products as a status symbol.</li> <li>● A car company repositioning itself as the safest option for a family.</li> </ul>			
(c)	<p>Inspired by the success of Chinese noodles in India as a breakfast and snack item, Italian companies want to launch their pasta brands as an alternative to noodles. In this regard, devise an S-T-P strategy for pasta brands for India.</p> <p>For pasta brands in India, a successful S-T-P strategy involves segmenting the market based on demographics, lifestyle, and income, targeting specific groups like health-conscious individuals and families, and positioning pasta as a convenient, versatile, and healthy meal option.</p> <p>Here's a more detailed breakdown of the S-T-P strategy for pasta brands in India:</p> <p><b>1. Segmentation:</b>  <b>Demographics:</b>  <b>Age:</b> Consider targeting specific age groups, such as students, young professionals, and families.  <b>Income:</b> Recognize that different income groups have varying purchasing power and preferences for pasta types (e.g., premium vs. budget-friendly).  <b>Location:</b> Consider regional preferences and the availability of specific ingredients or pasta shapes.  <b>Lifestyle:</b>  <b>Health-Conscious:</b> Target individuals who prioritize healthy eating and look for whole-wheat or protein-rich pasta options.  <b>Busy Professionals:</b> Focus on quick and easy pasta dishes that cater to the needs of busy individuals.  <b>Families:</b> Highlight pasta as a versatile and family-friendly meal option.  <b>Psychographics:</b>  <b>Value-Seeking:</b> Offer competitive pricing and value-for-money options.  <b>Quality-Conscious:</b> Emphasize high-quality ingredients and authentic flavors.  <b>Convenience-Oriented:</b> Promote quick and easy pasta recipes and meal solutions.</p> <p><b>2. Targeting:</b>  <b>Health-Conscious Consumers:</b>  Develop and promote pasta products with added nutritional value, such as whole wheat, protein-rich, or low-carb options.</p>	[10]	5	5



	<p><b>Busy Professionals and Families:</b> Focus on quick and easy pasta recipes and meal solutions, emphasizing convenience and versatility.</p> <p><b>Students:</b> Offer affordable and convenient pasta options that cater to their budget and lifestyle.</p> <p><b>Price-Sensitive Consumers:</b> Provide budget-friendly pasta options and promotional offers.</p> <p><b>3. Positioning:</b>  <b>Versatile and Convenient:</b> Position pasta as a versatile and convenient meal option that can be adapted to various tastes and occasions.  <b>Healthy and Nutritious:</b> Highlight the nutritional benefits of pasta, emphasizing whole wheat, protein, and other healthy ingredients.  <b>Authentic and Flavorful:</b> Emphasize the authentic flavors and traditions associated with pasta, while also adapting to local tastes.  <b>Family-Friendly:</b> Position pasta as a family-friendly meal option that can be enjoyed by all ages.  <b>Value for Money:</b> Offer competitive pricing and value-for-money options, especially for price-sensitive consumers.</p>			
4	<p><b>Case Study: Otis India - Segmentation &amp; Distribution</b> The lift or elevator market in India is around Rs. 450 crores. Otis India is the market leader about 70% Bharat Bijlee, ECE, Mitsubishi and Hyundai are competitive brands. Otis has a network of nearly 70 centers. The company launched a chip-driven elevator model, launched a chip-driven elevator model, OTIS 300 F priced between Rs. 18 lakhs and Rs. 28 lakhs. Hotel industry forms an important segment in this category as lifts are considered essential to consumers. The microprocessor model takes an optimal combination of destinations (stops) ensuring a quick landing at the respective destination (specific floor). The product is also likely to save energy costs significantly, which is an additional USP. OTIS 300 F has to target new buildings, as old buildings will not have the infrastructure to take on the new model. Otis also has other models for a huge replacement market which may be integrated in new lifts. It may be noted that grill type of lifts have been banned and this market may be integrated into a "no-grill" lift at the lower end of the product line.</p> <p>a. What are the market segments that you identify for OTIS 300 F lifts?</p> <p>For Otis 300F lifts, I identify market segments based on building type (residential, commercial, and infrastructure), and geographic location (metro, tier 2, and tier 3 cities). Here's a more detailed breakdown:</p> <p>1. Building Type:</p> <ul style="list-style-type: none"> <li>● <b>Residential:</b> This is a significant segment, with Otis India expecting increased demand from residential real estate.</li> <li>● <b>Commercial:</b> This includes buildings like offices, shopping malls, and hotels.</li> </ul>	<p>[10]</p> <p>[10]</p>	<p>CO5</p> <p>CO5</p>	<p>L4</p> <p>L5</p>

	<ul style="list-style-type: none"> <li>● <b>Infrastructure:</b> This segment includes projects like airports, hospitals, and government buildings.</li> </ul> <p>2. Geographic Location:</p> <ul style="list-style-type: none"> <li>● <b>Metros:</b> A large portion of elevator sales currently occur in major cities due to the construction boom.</li> <li>● <b>Tier 2 Cities:</b> Otis India anticipates growth in tier 2 cities, as COVID has increased acceptance for high-rises.</li> <li>● <b>Tier 3 Cities:</b> These cities are also emerging as a growth area for the elevator market.</li> </ul> <p>b. What would be your marketing strategies for the models in the replacement markets?</p> <p>To effectively market elevator models in the replacement market, focus on highlighting reliability, safety, energy efficiency, and modernization benefits, targeting building owners and managers through targeted online and offline channels, and emphasizing local partnerships.</p> <p>Here's a more detailed breakdown:</p> <p>1. Understand the Target Audience:</p> <ul style="list-style-type: none"> <li>● <b>Building Owners/Managers:</b> They are your primary decision-makers. They're concerned with cost, reliability, and property value.</li> <li>● <b>Maintenance Companies:</b> They often have a say in which models are chosen for replacement.</li> <li>● <b>Local Contractors:</b> They can be valuable partners in promoting and installing your products.</li> </ul> <p>2. Develop a Compelling Value Proposition:</p> <p><b>Focus on Reliability and Safety:</b> Elevator downtime is costly. Emphasize the longevity and safety features of your models.</p> <p><b>Highlight Energy Efficiency:</b> Modernize elevators to reduce energy consumption and operating costs.</p> <p><b>Modernization Benefits:</b> Showcase how your models can improve the aesthetics and functionality of buildings.</p> <p><b>Cost Savings:</b> Emphasize the long-term cost savings associated with efficient and reliable elevators.</p> <p>3. Marketing Channels:</p> <p><b>Online Marketing:</b></p> <ul style="list-style-type: none"> <li>● <b>Targeted Online Advertising:</b> Use online ads to reach specific demographics and interests.</li> <li>● <b>Website Optimization:</b> Ensure your website is easy to navigate and provides comprehensive information about your products.</li> <li>● <b>Content Marketing:</b> Create valuable content (blog posts, case studies, videos) that addresses the needs and concerns of your target audience.</li> <li>● <b>Social Media:</b> Use social media to build brand awareness and engage with potential customers.</li> </ul> <p><b>Offline Marketing:</b></p> <ul style="list-style-type: none"> <li>● <b>Industry Events:</b> Attend and exhibit at industry trade shows and conferences.</li> <li>● <b>Direct Mail:</b> Target specific building owners and managers with</li> </ul>			
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	<p>informative brochures and case studies.</p> <ul style="list-style-type: none"> <li>● <b>Local Partnerships:</b> Collaborate with local contractors and maintenance companies.</li> <li>● <b>Networking:</b> Build relationships with key decision-makers in the industry.</li> </ul> <p>4. Key Messaging:</p> <ul style="list-style-type: none"> <li>● <b>Focus on Benefits, Not Just Features:</b> Instead of listing features, explain how they translate into benefits for the customer.</li> <li>● <b>Use Testimonials and Case Studies:</b> Showcase successful installations and satisfied customers.</li> <li>● <b>Emphasize Local Expertise:</b> Highlight your company's experience and knowledge of the local market.</li> <li>● <b>Provide Clear Information:</b> Make it easy for potential customers to find information about your products and services.</li> <li>● <b>Offer Free Consultations and Quotes:</b> Encourage potential customers to reach out and learn more.</li> </ul> <p>5. Measure and Optimize:</p> <ul style="list-style-type: none"> <li>● <b>Track Your Results:</b> Monitor your marketing efforts and track key metrics (website traffic, leads, sales).</li> <li>● <b>Analyze Your Data:</b> Identify what's working and what's not, and make adjustments accordingly.</li> <li>● <b>Continuously Improve:</b> Stay up-to-date with the latest marketing trends and technologies.</li> </ul>			
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Course Outcomes (COs)		P O 1	P O 2	P O 3	P O 4	P O 5	P S O 1	P S O 2	P S O 3	P S O 4
CO1 :	Comprehend the concepts of Marketing Management.									
CO2 :	Gain knowledge on consumer behaviour and buying process									
CO3 :	Understand concept of Product and Brand Management, Branding and Pricing strategies	1 a	1 b				1 a	1 b		
CO4 :	Identify marketing channels and the concept of product distribution, techniques of sales promotion			1 c					1 c	
CO5 :	Simply ideas into a viable marketing plan for various modes of marketing	2 a, 3a	2 b, 3 b , 4 a	2 c. 3 c , 4 b			2 a , 3 a	2 b , 3 b , 4 a	2 c, 3 c , 4 b	

Cognitive level	KEYWORDS
L1 - Remember	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2 - Understand	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3 - Apply	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4 - Analyze	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select

L5 - Evaluate	asses, decide, choose, rank, grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6 - Create	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

**PO1–Theoretical Knowledge; PO2–Foster Analytical and Critical Thinking Abilities for data based decision making;**  
**PO3– Develop Value Based Leadership; PO4 –Ability to Understand and communicate various business aspects to global; PO5 – Ability to lead themselves and others in the achievement of organizational goals contributing effectively to a team environment;**

**PSO1- Comprehend Contemporary features of Business Management Science and its administration**

**PSO2- Analyze and interpret the dynamic situations for making Business Management strategies**

**PSO3- Handle responsibility with the ethical values for all actions undertaken by them**

**PSO4- Adapt and focus on achieving the organizational goal and objectives with complete zeal and commitment.**

CI

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HOD