



**M.E/M.TECH/MCA DEGREE EXAMINATIONS: APRIL /MAY 2024**

(Regulation 2020)

First Semester

**MBA - INNOVATION ENTREPRENEURSHIP AND VENTURE DEVELOPMENT**

P20IES1101: Marketing Fundamentals

**COURSE OUTCOMES**

**CO1:** Develop a strong foundation on product marketing principles

**CO2:** Learn to embody the voice of the customer

**CO3:** Explain the process of getting products to market and growing it there

**CO4:** Demonstrate the skills required to launch, test and iterate a product marketing initiative

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-**

**PART A (10 x 1 = 10 Marks)**

1. Assertion (A): Product marketing is essential for effectively communicating the value of a product to the target audience. CO1 [K<sub>1</sub>]  
Reason (R):Product marketing focuses on understanding customer needs, developing a compelling value proposition, and creating marketing strategies that resonate with the target market.  
a) True  
b) False
2. An initial intermediary between a salesperson and a decision-maker is known as CO2 [K<sub>1</sub>]  
a) Gatekeepers b) Decider  
c) Influencers d) User
3. Validation of the product designing idea stands next to CO3 [K<sub>1</sub>]  
a) Product prototyping b) Product screening  
c) Idea development d) Product testing
4. Match List I with List II components. (Rearrange the components high priority first followed by the next in List II and then match them with List I) CO2 [K<sub>4</sub>]

List I	List II
A. Segmentation, Targeting, Positioning	i. Consumer ii. Customer
B. Consumer Study	i. Promotion ii. Campaigning
C. Marketing budget	i. Macro ii Micro



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|-----|--|-----|-------------------|
| 21. | Explain Positioning fundamentals in detail.  | CO3 | [K <sub>5</sub> ] |
| 22. | Discuss in detail how sales enablement influences the overall success of a sales team, and what key components are essential for its effective implementation? | CO4 | [K <sub>6</sub> ] |
| 23. | Explain why the understanding of product life cycle important for product marketing strategies.  | CO1 | [K <sub>5</sub> ] |
| 24. | Discuss the different ways in which narrative design and storytelling frameworks enhance customer engagement and brand loyalty?                                | CO3 | [K <sub>6</sub> ] |
| 25. | Collaboration between product marketing and product management influences the innovation process within a company. Justify.                                    | CO1 | [K <sub>5</sub> ] |
| 26. | Explain the key challenges in aligning product marketing strategies with the product life cycle stages, and how can they be addressed.                         | CO2 | [K <sub>5</sub> ] |
| 27. | Explain the role of buyers in developing a successful positioning strategy? How do companies ensure their representation in the process.                       | CO2 | [K <sub>5</sub> ] |
| 28. | Determine how to 7 step messaging process be applied to ensure consistent and effective communication in marketing campaigns?                                  | CO2 | [K <sub>5</sub> ] |
| 29. | Quantitative and qualitative research methods be integrated to enhance customer discovery and hypothesis validation? How? Justify.                             | CO2 | [K <sub>5</sub> ] |
| 30. | Analyze the fundamental principles of sales enablement, and how can they be applied to improve sales team performance  | CO3 | [K <sub>4</sub> ] |

**Answer any TWO Questions**

**PART D (2 x 10 = 20 Marks)**

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|-----|--|-----|-------------------|
| 31. | Discuss the key challenges in aligning product marketing strategies with the product life cycle stages, and how can they be addressed.   | CO4 | [K <sub>6</sub> ] |
| 32. | <p>Case Study: Positioning Strategy Failure of Kingfisher Airlines</p> <p>Background:</p> <p>Kingfisher Airlines, launched in 2005 by the UB Group, initially positioned itself as a premium airline offering luxurious services in the Indian market. The airline aimed to differentiate itself by providing high-end amenities, such as in-flight entertainment, gourmet meals, and superior customer service, targeting business and affluent leisure travelers.</p> <p>Positioning Strategy Failure:</p> <p>Despite its initial success, Kingfisher Airlines' positioning strategy failed due to several reasons:</p> <ol style="list-style-type: none"> <li>1. Market Misalignment: The Indian aviation market is highly price sensitive. Kingfisher's premium positioning alienated cost-conscious travelers, who formed the majority of the market.</li> <li>2. High Operational Costs: Maintaining a premium service standard led to exorbitant operational costs, which were not sustainable in the competitive and low-margin airline industry.</li> <li>3. Economic Downturn: During economic downturns, even business travelers opted for more affordable options, leading to a significant drop in demand for Kingfisher's premium services.</li> <li>4. Debt Accumulation: To sustain its premium operations, Kingfisher accumulated massive debts. Coupled with high operational costs, this financial strain became unmanageable.</li> </ol> <p>Analyze and recommend steps to over come the failures for Kingfisher airlines.</p> | CO4 | [K <sub>L</sub> ] |
| 33. | Analyze the essential components of a sales playbook, and how does it contribute to the success of a sales team?   | CO4 | [K <sub>4</sub> ] |

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