KUMARAGURU
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Register Number: …………………

MBA DEGREE EXAMINATIONS: NOV /DEC 2024

(Regulation 2024)

First Semester

MBA - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

P24MBC1103**:** Marketing Management and Business Development Process and Strategies

COURSE OUTCOMES

CO1: Analyze the Marketing Process and develop marketing strategies.

CO2: Design an effective marketing plan to promote a company's product and/or service.

CO3: Demonstrate Sales Leadership and Managerial Performance for Business Development.

CO4: Support to develop a business marketing plan in an organization.

Time: Three Hours **Maximum Marks: 100**

PART A (4Q x 5 Marks = 20 Marks) Answer Any Four Questions Only

1.	Define the marketing process and explain its components.	CO1	[K_1]
2.	Distinguish between industrial marketing and consumer marketing.	CO1	[K_4]
3.	Explain demographic factors influencing buying behavior.	CO2	[K_2]
4.	Illustrate the role of e-marketing in modern retailing.	CO3	[K_2]
5.	Analyze the principles of negotiation in business development.	CO4	[K_4]

PART B (4Q x 15 Marks = 60 Marks)

6.	a)	Analyze the role of market segmentation in designing a strategy for targeting and positioning its product?	CO2	[K_4]

(OR)

6.	b)	Compare the effectiveness of different sales promotion techniques in increasing customer engagement.	CO3	[K_5]

7.	a)	Discuss how Porter's Five Forces can be applied in developing a business strategy for logistics companies.	CO4	[K_6]

(OR)

7.	b)	Evaluate the importance of the product lifecycle in strategic marketing decisions.	CO3	[K5]

8.	a)	Explain the impact of cultural factors on consumer buying behavior with suitable examples.	CO2	[K5]

(OR)

8.	b)	Describe the characteristics of retail distribution channels and their role in logistics.	CO3	[K3]

9.	a)	A. Critically assess the role of Blue Ocean Strategy in identifying new business opportunities.	CO4	[K5]

(OR)

9.	b)	Develop a marketing plan using SWOT analysis for a new logistics service.	CO4	[K6]

PART C (1Q x 20 Marks = 20 Marks) Compulsory Case Study

10.	A logistics company is facing challenges in retaining its market share due to increasing competition. XYZ Logistics is a mid-sized logistics company specializing in providing supply chain solutions to small and medium enterprises (SMEs). Over the past five years, XYZ Logistics has grown steadily due to its reliable delivery systems, competitive pricing, and personalized customer service. However, recent market developments have put the company under significant pressure:	CO5	[K4]

1. Increased Competition: Large logistics companies have begun targeting SMEs, offering lower prices and faster delivery services.
2. Technological Advancements: Competitors have adopted advanced technology platforms, such as AI-driven route optimization and predictive analytics, making their operations more efficient.
3. Changing Customer Expectations: Customers now expect real-time tracking, seamless digital communication, and eco-friendly delivery solutions.
4. Economic Uncertainty: Inflation and fuel price hikes have led to rising operational costs.

The management of XYZ Logistics recognizes the need to adapt and re-strategize to retain its market share and remain competitive. They have decided to undertake a comprehensive review of their business strategy using the BCG Growth-Share Matrix and PEST Analysis.

<u>Tasks:</u> BCG Growth-Share Matrix: Identify and categorize XYZ Logistics' current services (e.g., freight shipping, last-mile delivery) also suggest specific strategies to maximize revenue at each stage while addressing the challenges of Question Marks and Dogs. PEST Analysis: Analyze the factors impacting XYZ Logistics.

Provide actionable recommendations based on the findings, focusing on innovation, cost reduction, and customer satisfaction

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