

St. Clare College

Autonomous, Bengaluru

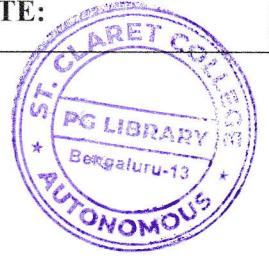
PG END SEMESTER EXAMINATION-APRIL 2026

MBA FIRST SEMESTER

MBA 1524: Marketing for Customer Value

ROLL NO:

DATE:



TIME: 3 hours.

MAX. MARKS: 70

This paper contains TWO printed pages and FOUR parts

Instructions:

1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer SEVEN questions out of NINE. Each answer carries TWO marks.

[2x7 = 14]

1. Differentiate between sales and marketing.
2. Give an example of depth of product line.
3. Give any two importance of packaging.
4. Differentiate between wholesaler and retailer
5. Mention any two functions of distribution channel.
6. How is advertising different from sales promotion?
7. What is meant by advertising reach?
8. How is research an important part of being an effective marketer?
9. What is green marketing?

PART-B

Answer any FOUR questions out of SIX. Each answer carries FIVE marks.

[5x4=20]

10. Perform a PESTLE analysis for an ecommerce company operating in India.
11. Explain the stages of developing a new product.
12. Mention 2 functions performed by distributors. What are the different types of distribution channels available to a marketer?
13. You are launching a health food for young adults. What are the different sales promotion tools available to you to get people excited to try your product?
14. Why is research important for marketing? Briefly explain the stages of marketing research.
15. Discuss any four social and ethical aspects of marketing.

PART-C

Answer any TWO questions out of FOUR. Each answer carries TEN marks.

[10X2=20]

16. You are launching a perfume brand in India and have chosen Bangalore as the launch market. What are the different ways you can segment the market and which segment will you target initially and why?
17. You are marketing head of a cafe chain brand that is targeting young working adults. What factors do you think will influence the target market to choose you?
18. Explain the different distribution channels available to a marketer. If you are entering India with a fresh juice brand and do not have a distribution network established, with which company you will try to partner to use their distribution network and why?
19. Mention any five different types of advertising? Draw a poster for a footwear targeting elderly women.

PART-D

Answer the following.

[16X1=16]

20. In 2022, three young entrepreneurs launched BrewNest Café, a specialty coffee and quick-service café chain in Pune. The founders believed that India's growing café culture and changing urban lifestyles had created strong demand for social and work-friendly café spaces. Inspired by global brands such as Starbucks and Costa Coffee, BrewNest aimed to provide a premium café experience at a slightly more affordable price.

The café targeted urban millennials and Gen Z consumers aged 18–35, including college students, freelancers, and young professionals. BrewNest positioned itself as a “premium café experience without the premium price.” The outlets were designed with modern interiors, comfortable seating, and free high-speed Wi-Fi to encourage customers to spend time working or socializing.

BrewNest offered a wide range of specialty coffees such as cappuccinos, cold brews, and flavored lattes, along with sandwiches, wraps, and desserts. To appeal to diverse tastes, the café introduced over 60 menu items. The company adopted a competitive pricing strategy, keeping prices around 15–20 percent lower than Starbucks.

Promotion primarily relied on social media marketing and influencer collaborations on Instagram. The founders opened three outlets near universities and co-working spaces to attract their target audience.

Initially, BrewNest experienced strong curiosity-driven footfall. However, challenges soon emerged. Only 28 percent of customers returned within 60 days, indicating low customer retention. The café also spent nearly ₹2.5 lakh per month on digital promotions, leading to high customer acquisition costs. Competition from established chains such as Café Coffee Day and smaller independent cafés further intensified the pressure.

The founders now need to rethink their marketing strategy to improve retention, strengthen brand differentiation, and achieve sustainable growth.

- a. Analyse BrewNest's strategy using the STP (Segmentation, Targeting, Positioning) framework. (10)
- b. Suggest three marketing strategies to improve customer retention and brand differentiation. (6)
