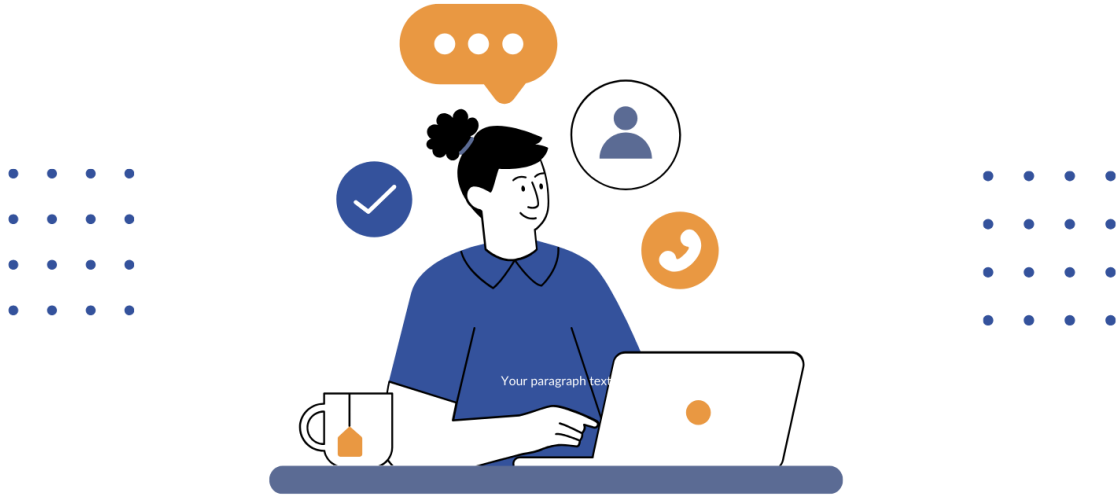




# MM-2023

## DAVV IMS MBA-FA PYQs



DETAILED  
EXPLANATION

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## 2023

### **1. Do you consider segmentation a useful process? can all marketers be segmented? What is positioning?**

**Answer:**

Segmentation is an important strategy in marketing. It entails segmenting a market into discrete groups of purchasers with varying wants, attributes, or behaviours. By segmenting a market, marketers can better customise their marketing efforts to each segment's individual needs and preferences, resulting in higher customer satisfaction and greater commercial results.

Most markets can be segmented, but not all marketers. Segmentation is often focused on the consumers or businesses that marketers target with their products or services, rather than the marketers themselves. However, in the context of business-to-business (B2B) marketing, distinct types of marketers (for example, small businesses and multinational organisations) may be categorised depending on their specific needs, behaviours, or purchasing habits.

On the other hand, positioning relates to how consumers view a product, brand, or firm in comparison to its competitors in the marketplace. It is about developing a distinct impression or identity in the minds of potential clients that distinguishes the service from alternatives. Positioning refers not only to how a product is positioned relative to competitors, but also to how it is perceived by consumers based on criteria such as price, quality, features, and benefits. Effective positioning enables marketers to differentiate their offerings and communicate unique value propositions to their target customer.

### **2. Select a brand for your choice and spell out the elements of its marketing mix in detail.**

**Answer:**

Let's look at Coca-Cola, one of the world's most recognisable beverage brands, and break down the components of its marketing mix:

**Product:** Coca-Cola produces a wide range of beverages, including its flagship product, Coca-Cola Classic, as well as Diet Coke, Coca-Cola Zero Sugar, Sprite, Fanta, and a variety of other carbonated soft drinks, juices, teas, and energy drinks. Coca-Cola is always innovating its product line, offering new flavours, packaging styles, and formulations to satisfy shifting consumer preferences and market trends.

**Price:** Coca-Cola has a value-based pricing system, which determines prices based on perceived value and customer demand. While Coca-Cola products are generally priced competitively with other soft drinks on the market, the company also uses its strong brand equity and premium positioning to justify slightly higher price points for specific goods or packaging options. Coca-Cola also uses promotional pricing, discounts, and bundle deals to increase sales and attract price-conscious customers.

**Place:** Coca-Cola products are distributed globally by a vast network of bottlers, distributors, retailers, and vending machines. The company uses a franchised distribution system, which

allows bottlers to manufacture, package, sell, and market its products in specific geographic areas. Coca-Cola's decentralised distribution approach enables it to efficiently reach consumers in a variety of markets while responding to local preferences and market conditions.

**Promotion:** Coca-Cola is well-known for its iconic and unforgettable advertising efforts, which appeal to customers all over the world. The brand makes significant investments in advertising across multiple media channels, including television, print, digital, outdoor, and social media. Coca-Cola's marketing campaigns frequently focus on themes of happiness, harmony, and inclusivity in order to elicit pleasant feelings and establish emotional ties with customers. In addition, the corporation sponsors major events, sports leagues, and cultural projects to strengthen its brand visibility and engage with its target market.

**People:** Coca-Cola prioritises developing strong relationships with its employees, consumers, partners, and communities. Employee training, development, and empowerment are prioritised by the organisation to create a motivated and skilled staff capable of providing great service and support. Coca-Cola also works with bottling partners, retailers, and suppliers to build mutually beneficial relationships and achieve shared success.

**Process:** Coca-Cola is committed to optimising its processes to ensure product quality, consistency, and sustainability throughout the supply chain. Coca-Cola employs strong quality control methods and environmental sustainability programmes across the supply chain, from raw material sourcing and beverage production to packaging, distribution, and recycling. The organisation is always evaluating and improving its processes in order to increase efficiency, eliminate waste, and lessen its environmental impact.

**Physical Evidence:** Coca-Cola's physical evidence consists of packaging, branding, retail displays, and point-of-sale materials. Coca-Cola's famous red logo, distinctive contour bottle, and dynamic visual identity are easily recognisable all over the world, boosting brand identification and credibility. Coca-Cola invests in visually appealing and engaging retail displays, signage, and promotional materials to capture consumers' attention and increase sales at the point of purchase.

Coca-Cola has established a powerful and enduring brand that crosses borders, countries, and generations, remaining a popular beverage choice for customers around the world.

### 3. Compare the societal marketing orientation with marketing orientation. Which is



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