

Program/Sem:	M.Com Part II – Sem - III	Course:	Marketing Strategies and Practices
Program Code:	2120161	Course Code:	59123

Duration: 2 Hours Date: 04 NOV 2025 Max. Marks: 50

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

**Q. 1** Read the case and answer the questions: [10]

EcoFresh Ltd., a medium-sized FMCG company in India, launched a new line of eco-friendly cleaning products. The products are made from biodegradable ingredients, packaged in recyclable materials, and advertised as safe for the environment. To promote this, the company adopted “green marketing” strategies such as:

- Highlighting eco-friendly features in advertisements.
- Using social media campaigns to spread awareness about environmental issues.
- Partnering with NGOs for tree plantation drives.
- Offering discounts to customers who return empty bottles for recycling.

Within six months, EcoFresh Ltd. saw a 25% increase in sales and gained positive media coverage. However, the company also faced challenges, including higher production costs and scepticism from some consumers regarding the actual “green” claims.

1. What is green marketing? [1]
2. Identify two green marketing practices adopted by EcoFresh Ltd. [2]
3. Mention one benefit and one challenge faced by the company. [2]
4. Why is customer trust important in green marketing? [2]
5. Suggest one more green marketing initiative for EcoFresh Ltd. [3]

**Q. 2** Attempt the following (Any One). [10]

A. Explain the role and importance of marketing strategies in modern business organisations.

**OR**

B. Discuss the guerrilla marketing strategies that can be used to achieve a competitive advantage.

**Q. 3      Attempt the following (Any One).      [10]**

A. Elucidate the concept of Strategic Business Unit (SBU) and discuss its advantages and limitations.

**OR**

B. What is the marketing mix, and how can companies leverage it to develop effective marketing strategies?

**Q. 4      Attempt the following (Any One).      [10]**

A. Explain the components of macro-environment analysis and their impact on marketing decisions.

**OR**

B. Enumerate the concept of Customer Relationship Management (CRM) and the techniques used to build customer loyalty.

**Q. 5      Attempt the following (Any One).      [10]**

A. Explain the meaning and role of Artificial Intelligence (AI) in marketing. Discuss different AI strategies used at the marketing level.

**OR**

B. Discuss the application of brick-and-mortar marketing strategies. What are the benefits and limitations of using brick-and-mortar marketing strategies?

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