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*Note: All questions are compulsory. Marks are indicated against each question in square brackets.*

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1. An Indian FMCG company decides to introduce an eco-friendly packaging option for its popular line of snacks. The new packaging is biodegradable but increases the product's cost by 10%. Evaluate the challenges and opportunities of this decision from a marketing perspective. How would you communicate the value of eco-friendly packaging to the Indian consumer, considering cultural and economic factors? (5 marks) [CO1&2]
2. What are the three main steps to design the business portfolio? Also, expand on BCG matrix. (5 marks) [CO1&2]
3. Highlight a few trends/dynamism of demographic environment which could be of interest to marketers from a commercial prospect. (5 marks) [CO1&2]