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Sr. No. of Question Paper : 2567

Roll No.....

Unique Paper Code : 101331

Name of the Course : Bachelor of Business Studies 2013

Name of the Paper : 301 Marketing Management

Semester : III

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt ALL questions.

1. Explain the concept of Product Life Cycle giving one example from Indian context for each stage. (6)

How would you describe the PLC of Tata Salt? Explain what kind of strategy has helped these brands to continue for such a long time in the Indian market.. (6)

2. A multinational is planning to launch its brand of premium cosmetics in India.
 - (a) What channels of distribution should it adopt to make an impact in the already crowded market of cosmetics? (7)
 - (b) As a marketing manager, what factors would you adopt to select a distribution channel? (6)

3. Nestle has recently launched its international brands of chocolates: Quality Street, Lion and After Eight in the Indian market. These brands are imported from Europe. Quality Street is an assortment of chocolates priced at Rs. 175 for 218 gm. After Eight is a popular chocolate priced at Rs. 125 for 200 gm and Lion is a caramel wafer bar priced at Rs. 20 for a 45 gm bar. These brands have

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been introduced in metros in upmarket stores which sell branded chocolates. The label clearly states – “Imported by Nestle India Ltd.”

- (a) Critically evaluate the various elements of Promotion Mix ? (6)
- (b) What are the determinants of Promotion Mix of any product ? Suggest a suitable promotion mix for Nestle’s international brands of chocolates in India. Give reasons in support of your answer. (7)
4. Discuss the various techniques that a company can use for adapting its price, with the help of examples. (12)
5. A smart-watch is a computerized wristwatch with functionality that is enhanced beyond timekeeping, and is often comparable to a personal digital assistant (PDA) device. While early models could perform basic tasks, such as calculations, translations, and game-playing, modern smart-watches are effectively wearable computers. They run mobile apps, also a mobile operating system and function as portable media players, offering playback of FM radio, audio, and video files to the user via a Bluetooth headset and works on a Rechargeable battery.
- ABC Ltd is planning to launch a smartphone, (also called **watch phones**), which is a feature full mobile phone capability, and can make or answer phone. It offers hands-free voice commands, messages and alerts display, and smartphone camera control. These features are combined with sophisticated styling.
- ABC has contacted you – a marketing consultant – to help with a plan for Market Segmentation, Targeting and Positioning for its new product. What basis of segmentation can the company use? Identify and describe at least two market segments that the company should target and describe how the product should be positioned. (13)
6. Write short notes on **ANY TWO** of the following :
- (a) Marketing concept v/s Holistic marketing concept
- (b) The BCG Matrix
- (c) Green marketing (2×6=12)

[This question paper contains 4 printed pages.]

Sr. No. of Question Paper : 1138

Roll No.....

Unique Paper Code : 101331
Name of the Paper : Marketing Management
Name of the Course : Bachelor of Business Studies
Semester : III
Duration : 3 Hours
Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Attempt any 5 questions
 3. **All** questions carry equal marks.
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1. Colgate-Palmolive India (Colgate) is the leading oral care products company in India with a 51% share of the toothpaste market. It has the following variants of toothpaste to serve the growing market of oral health care :
 - ▲ Colgate Dental Cream
 - ▲ Colgate Total 12
 - ▲ Colgate Sensitive
 - ▲ Colgate Max Fresh
 - ▲ Colgate Fresh Energy Gel
 - ▲ Colgate Kids Toothpaste
 - ▲ Colgate Herbal
 - ▲ Colgate Cibaca Family Protection
 - ▲ Colgate Active Salt
 - ▲ Colgate Max White

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Looking at Colgate's portfolio of toothpastes, comment on how the market for toothpastes can be segmented? What are the segments being targeted by various Colgate brands?

2. You run a management consultancy firm and : **Amul – Indian cooperative dairy Conglomerate** has approached you with some problems like - How do we exactly find out what phase our product is in, and how do we classify what we sell? Furthermore, we also ask, where does each of our products fit into our product mix? Should we promote one product more than the other?

Given below are the various products of Amul, with the help of BCG matrix, Classify these products and help the management make strategic decisions.

- (a) Bread spreads
 - (b) Amul Butter
 - (c) Amul Cheese
 - (d) Amul Delicious Pizza
 - (e) Amul Shrikhand (Mango, Saffron, Almond Pistachio, Cardamom)
 - (f) Amul Milk
 - (g) Amul Ghee
 - (h) Amul Milk Powders
 - (i) Amul Masti Dahi
 - (j) Amul Icecreams
 - (k) Amul Milk Chocolate
 - (l) Amul Fruit & Nut Chocolate
 - (m) Nutramul Malted Milk Food
3. (a) The rules of the game in new product development are changing. Many companies have discovered that it takes more than the accepted basics of high quality, low cost, and differentiation to excel in today's competitive market. It also takes speed and flexibility.

This change is reflected in the emphasis companies are placing on new products as a source of new sales and profits. At 3M, for example, products less than five years old account for more than 25% of sales.

What implications do these facts hold for organization's today ?

- (b) You and your roommates are starting a pet grooming service to help put yourselves through college. There are two other well-established pet services in your area. Should you set your price higher or lower than that of the competition ? Justify your answer.
4. Mahindra & Mahindra, (initially known for its commercial vehicles), recently launched its sports utility vehicle - the XUV 500 in the market. According to Company sources the XUV 500 is Designed with inputs from customers across the world, Mahindra claims it is unmatched in terms of style, performance, technology, safety and comfort and offers a truly complete driving experience.

XUV 500 created excitement with its bold masculine looks and a very aggressive pricing. The price between Rs 10.8 -12 lakh for its two variants is extremely attractive for the C-segment car customers.. According to reports, through XUV 500, the company intends to create a category in the Rs. 10-15 lakh segment and fill the gap that exists between the Mahindra Scorpio and other premium SUVs.

On the sales network and service front, the Mahindra & Mahindra Group has 200+ Authorized Dealerships in India. Mahindra First Choice Wheels, a used car retailer and part of Mahindra Group, is aiming to expand its sales network to 200 outlets by the end of the year. By 2015, M&M plans to have 475 Mahindra First Choice Wheels outlets and 300-350 Mahindra First Choice Services' service centres. It has also tied up with State Bank for Bikaner & Jaipur for vehicle finance.

Mahindra's existing passenger car portfolio consists of cars like of Xylo, Scorpio, Bolero, Verito and Reva (an electric car) – all within the price range 3.5-7.75 lakh, and the recent XUV at an average price of 11 lakhs.

- (a) Explain the three levels of product keeping in mind Mahindra XUV 500.
 - (b) What is Product Mix ? Explain the concept of Product Line and Product Width. What are the various product line strategies a company can use, explain with reference to Mahindra and Mahindra
5. Write short notes on the following :
- (a) Reasons leading to growth of rural marketing.
 - (b) Green Marketing
6. How do characteristics of services render service marketing different from product marketing ? What are the key considerations that you would need to examine while designing marketing efforts for the following :-
- (i) Maintenance service for photocopies, and
 - (ii) Security services for institutions ?

[This question paper contains 4 printed pages.]

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Your Roll No.

BBS / III Sem. – 2011

BUSINESS STUDIES – Paper 301

(Marketing Management)

Time : 3 hours

Maximum Marks : 75

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

*Attempt **Five** questions in all.*

Q. No. 1 is compulsory.

Answer parts of a questions together.

1. Recently, Puja Chemicals, Ahmedabad-based sole propriety unit, has developed a new hair oil. The product is based on Ayurvedic concept particularly treating hair damage and hair fall. All formalities including packing and packaging, labelling, and brand name have just been completed. Mr. Sohan, the promoter of the firm, is not professionally qualified and so he wants to take the help of a management consultant to introduce the product successfully in the local market. He is planning to introduce the same in the city first to know reactions of consumers and dealers.

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- (i) Identify the stage of new product development for the above hair oil.
 - (ii) Identify the target market and the level of segmentation in the above case.
 - (iii) What safeguards must be followed in order to avoid the product's failure?
 - (iv) What types of advertising programme would you suggest to Mr. Sohan?
 - (v) Would you recommend personal selling? State reasons for your answer.
 - (vi) Suggest some suitable sales promotion tools for the product.
2. (a) "Environmental scanning and analysis is important to marketers." In the light of the statement, describe the environmental forces likely to affect:
- (i) Women's clothing store.
 - (ii) Fast food restaurant.
- (b) Describe the increasing role of the service sector in the Indian Economy.
3. (a) How does branding benefit consumers and marketers? When a firm decides to brand its product, it may choose one of several strategies. Name a Company that utilizes the strategy of:

- (i) Individual branding
 - (ii) Family branding
- (b) Describe the Indian rural market. Do you think branding is important in the context of Indian rural markets?
4. (a) Indicate whether a customer's interpretations and responses regarding a product's price influence pricing decision. Describe the factors influencing the pricing decisions for the following products:
- (i) A newly constructed house,
 - (ii) Weekly groceries,
 - (iii) An airline ticket,
 - (iv) A soft drink from a vending machine.
- (b) How does the study of BCG matrix help a marketing manager of an organisation dealing in varied products in its portfolio management? Cite examples.
5. Describe the major functions of marketing channels. Compare and contrast the four major types of marketing channels for consumer products. Through which type of channel is each of the following products likely to be distributed?

- (i) New automobiles
- (ii) New textbooks
- (iii) Sofas
- (iv) Soft drinks
- (v) Surgery equipment

6. Write short notes on any **three** :

- (a) Holistic Marketing
- (b) Green Marketing
- (c) Repositioning of a product
- (d) Product line length, depth, width and consistency