

Kadi Sarva VishwaVidyalaya
MBA- Semester- II Examination, May 2014
Subject: Marketing Management (CC 205)

Date: 13/05/2014

Weightage: 40%

Time: 10:30 a.m. to 12:30 p.m.

Instruction: Write to-the-point and precise answers.

Q-1 (a) "Holistic marketing orientation provides insight to the marketer about 4% customer value to certain extent. Apart, for long-term survival and brand building holistic marketing can be proved as an edge in the fiercely competitive market" – Justify the statement with hypothetical example.

Q-1 (b) Several competing philosophies such as the Selling concept, Production 4% concept and Product concept exist. How are these different from one another? How are these different from the marketing concept?

OR

Q-1 (b) "AirAsia (India) Pvt. Ltd, India's newest low-fare airline, has started reaching out to travel agents to sell tickets as it gets closer to launch, a costly option its parent airline uses sparingly elsewhere. Air Asia Bhd sells 80% of its tickets through the Internet in its home country Malaysia to save on costs, while airlines in India depend on agents for 80% of their sales. Analysts say the airline can't diverge much from Indian market realities to be able to survive." - Develop Market research process to gauge the pricing strategy and competence of Air-Asia for civil aviation industry in India 4%

Q-2 (a) You are a world's largest manufacturer of New Edge Electronic Appliances 4% like Dish Washer & Home vacuum cleaners and you have modified your product to suit Indian requirement. Your challenge here is to make your product popular in the middle-middle & upper-middle class families. Explain the steps of an effective communication campaign that you will undergo

Q-2 (b) Being a Circulation Manager of vernacular news paper show your preference 4% for Penetration vs. Skimming strategy for long term business in Gujarat with suitable examples.

OR

Q-2 (a) Suppose you are the Product Manager for a new aseptic packaging material, 4% which preserve milk and other dairy products without refrigeration. The product is in the introductory stage of its life cycle. What are the implications of this position in the decisions you must make about each of the 4P's when designing a strategic marketing program for this product? When (if) this product reaches the growth stage, what changes will you have to make in your marketing plan, including its objective?

Q-2 (b) Identify the appropriate segments for the following products and services; also substantiate your answer with targeting and positioning phenomena, for the same. 4%

- (a) Rolex Watches (b) Kellogs Corn flakes (c) Hyundai-Getz car
- (d) Omega Watches (e) Quaker Oat (Ready to cook Food)

Q-3 (a) Explain the major stages of the Industrial Buying process. Arvind Ltd is contemplating for 18000 spindle textile plant from Turkey for its new production unit at Vadsar, in same line explain the various buying roles for Arvind Ltd. 4%

Q-3 (b) Explain the transformations in business and marketing in current arena. Apart, also explain the company orientations toward the market place (various concepts) in brief with hypothetical examples 4%

OR

Q-3 (a) Critically evaluate the implications of portfolio models for cellular service providers in India. Substantiate your answer with suitable examples. 4%

Q-3 (b) "Market demassification has resulted in an ever-increasing number of market niches and the use of direct marketing to reach these niches is growing"- Explain the statement, with pros and cons of direct marketing 4%

Q-4 (a) Mobile phone company HCF delayed the introduction of a new cell phone model with innovative features so that the launch could coincide with that of its competitor, LCM, which was introducing a phone with similar features. What kind of entry did HCF use? How can this benefit the company? 4%

Q-4 (b) Bifurcate the below mentioned products according to categories of service mix. What care should be taken by the marketers for these categories for better growth opportunities. Apart, justify, your answer with appropriate explanation. 4%

- Restaurant (b) Transportation (c) Bath Soap (d) Car (e) Insurance

OR

Q-4 (a) Explain the concept of Brand Equity. Distinguish between Line Extension and Brand Extension with suitable examples. 4%

- Q-4 (b) Following are some excerpts about Sunfeast's Dark Fantasy, comment on STP aspects of the product and Brand with marketing insight. **4%**

Sunfeast's Dark Fantasy

POSITIONING STATEMENT

To the middle and high income adults who are seeking self indulgence, our brand Sunfeast Dark Fantasy is a premium cookie cream biscuit that gives a pure chocolate sensual indulgence for one to escape reality into exotic fantasies

PRODUCT Brand Dark Fantasy

Sunfeast's popular sandwich Cookie, high quality premium product Three Variants: Chocolate ,Vanilla, and Choco Fills Launched Dark Fantasy in 2005
Choco fills: 2011 SKU: Choco Fills:75 gms(6 pieces) Chocolate, Vanilla:100g ms(8 pieces) Packaging: Matte finished, rich colored packs to position it as an indulgence, exclusive biscuit

PRICE

Choco Fills(75 gms):Rs 30 Dark Fantasy(100 gms):Rs 25 Retailer's Margin: (approx.)7to8% per SKU Varying on festive occasions Online Retail Prices: Choco Fills(75 gms):Rs 28 Dark Fantasy(100 gm):Rs 24 Pricing Objective to position it as a premium luxury biscuit Follows a two pronged strategy: • high margin from dark fantasy • volumes from dream cream and glucose biscuits

PLACE

Available at 1.8 million outlets Present in Metros, Tier 1/2/3 cities Present in • modern trade(super market, hypermarket) • general trade(kirana s) Uses alternate channels such as college canteen, and online retailers PROMOTION Indulgence Pure Sensual Escape From Reality Capture the "mmm" moment I,Me,Myself with my dark fantasy Focusing on pure escapism into exotic fantasies

Current campaign: How far will you go for a Dark Fantasy Targeted primarily at Adults Introduction: Seven Cardinal Sins

- Q-5 The herbal shampoo market is valued at around Rs. 150 crores. Nyle, Ayur, Dabur and Biotique are some of the established brands in the market. Helene Curtis (JK Group) has introduced a premium herbal shampoo (with variants Shikakai, Henna and Amla and Brahmi and Josur) priced between Rs. 80 and Rs. 90 (500 ml) for different types of hair. The proposition is the benefits offered by the variant based on the combination of herbs. The benefits offered **8%**

by the variants range from extra protection and nourishment to colour, body and bounce. The shampoos have been launched under the brand name Premium Herbal Shampoos and they target urban housewives with a monthly household income of Rs.25,000. The brand is distributed through 70,000 retail outlets and 120 Raymond shops. The company has planned only point of purchase (POP) posters initially and may consider the electronic media later. The shampoo has an annual advertising expenditure of Rs. 10 crores."- Comment on the marketing mix of JK's Premium Herbal Shampoos and give suggestions for making it more effective.

Kadi Sarva VishwaVidyalaya, Gandhinagar
MBA – Semester – II – May 2015 Examination
Marketing Management (CC 205)

Date:06/05/2015**Weightage: 40%****Duration: 2½ Hours****Instructions:**

- 1 Make assumptions wherever necessary and state them clearly
- 2 Working notes must form part of your answers
3. Figures to the right indicate weightage

Q-1	(A) The competing concepts under which organizations have conducted marketing activities include: the production concept, product concept, selling concept and marketing concept."- Evaluate the advantages and disadvantages of each concept. Which concept do you believe is the most effective? Why?	4%
	(B) Write a short note on Holistic Marketing	4%
	OR	
	(B) Differentiate between line extension and Brand Extension	4%
Q-2	(A) Being a Marketing Manager of a particular organization, How will you evaluate the Micro and Macro level factors affecting the Indian Marketing Environment? What will be its impact on strategic planning activities carried out at different levels of the organization?	4%
	(B) What is Marketing Mix? Explain the various Marketing Mix elements taking the example of smart phones available in market.	4%
	OR	
Q-2	(A) What do you mean by marketing research? Discuss the process of Marketing Research by exemplifying new Air-cooler range in market	4%
	(B) Describe the bases that you will use in segmenting the market for the following products :(i) Vinni-Nufeel(Instant freshening liquid) (ii) Low calorie sweetener made of Stevia leaves	4%
Q-3	(A) Compare and contrast Consumer and Business Markets and Discuss the stages (buy phases) of the Industrial Buying Process.	4%
	(B) Differentiate services marketing from product marketing with suitable examples. Suggest additional marketing mix components for service marketing.	4%
	OR	
Q-3	(A) Discuss in detail various stages of the Consumer Buying Process? How can marketers learn about the stages in the buying process for their product? List and briefly characterize the methods.	4%
	(B) What is an Integrated Marketing Communication Program? Discuss the 5 M's of Advertising Program?	4%
Q-4	(A) Briefly discuss Vertical Marketing System with suitable examples	4%
	(B) The market leader must work hard to stay on top of its market. Various	4%

strategies are crafted by the organization to achieve this objective." - Describe these strategies and any relevant sub strategies that are necessary for accomplishing the primary objective of the organization.

OR

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| Q-4 | <p>(A) Discuss the term "Product Mix". Take the example of HUL and hypothetically plot the various products of company in product mix. 4%</p> <p>(B) Explain brand elements based on various criteria with relevant examples 4%</p> |
| Q-5 | <p>"In an economy of change, continuous innovation is necessary. Most companies rarely innovate, some innovate occasionally, and a few innovate continuously." - Explain the process for new product development in detail. Apart understand the following situation and comment on usage of social media in developing new product: 8%</p> |

Business Challenge: The Coca-Cola unit wanted to utilize Vitamin Water's Facebook fanbase to design a new flavor.

Project Details: Vitamin Water's flavor "Connect" was developed by the company's Facebook fanbase; one Facebook fan won \$5,000 for her role in development of the new flavor. The competition allowed Vitamin Water's Facebook fans to develop all aspects of the product, from selecting the flavor to designing the packaging and naming the product.

Results: More than 2 million Vitamin Water Facebook fans participated in the new product development effort.

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OR
 (A) Explain how the concept of branding can be used to increase sales of a product.
 (B) Explain how the concept of branding can be used to increase sales of a product.

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Kadi Sarva VishwaVidyalaya, Gandhinagar
MBA – Semester – II – December 2014 Examination
Marketing Management (CC 205)

Date: 05/01/2015

Weightage: 40%

Duration: 2½ Hours

Instructions:

- 1 Make assumptions wherever necessary and state them clearly
- 2 Working notes must form part of your answers
3. Figures to the right indicate weightage

Q-1	Discuss following :	
(A)	Product Mix	4%
(B)	Brand Extension and Line Extension	4%
	OR	
(B)	Write a short note on Holistic Marketing	4%
Q-2	(A) Discuss the concept of needs, wants and demand. Explain different demand states.	4%
	(B) What is Marketing Mix? Explain the various Marketing Mix elements taking the example of small sized passenger car.	4%
	OR	
Q-2	(A) Briefly explain the various pricing methods available for the Indian marketer, giving suitable examples.	4%
	(B) Describe the bases that you will use in segmenting the market for the following products : (i) Hair dryer (ii) Low calorie sweetener	4%
Q-3	(A) A family consists of a husband, a wife and two children, wanted to buy a 'Car'. Explain how the purchasing decision will be made.	4%
	(B)	4%
	OR	
Q-3	(A) Differentiate services marketing from product marketing. Suggest additional marketing mix for services marketing.	4%
	(B) Procter & Gamble and HUL are highly competitive companies in the shampoo market. Both the companies have brands for various segments, It may be worthwhile to mention that HUL has created and nurtured Sunsilk and Clinic brands for more than two decades in the Indian market. P & G's Pantene, HUL's Organics and Colgate Palmolive's Optima got into the market almost the same period of time. Pantene and Optima were priced around R s. 72 for 180 ml (some months after the launch) while Organics was priced at around Rs. 65.15 for 180 ml. The three brands were also available in sachets. They were positioned with "haircare/nourishing" propositions. Explain how market leader will defend its market share.	4%
Q-4	(A) What are the major strategic channel choices available to the marketer with regard to distribution system Design?	4%

	(B)	Outline some of the major sales promotion tools available to the marketer.	4%
		OR	
Q-4	(A)	What are the factors affecting marketing environment (both micro and macro)?	4%
	(B)	What is Marketing Communication? Discuss its role in accomplishing the firm's marketing goals.	4%
Q-5		<p>A watch is a category which has stiff competition in the present day context. Titan, the market leader, has offerings for various market segments. Pricing and positioning strategies play an important role in appealing to the respective target segment. Titan has Insignia, Classique and Sonata as some of its brands. It also has Fastrack priced between Rs. 900 and Rs. 1,500. One of the problems facing a watch marketer is the problem of cannibalization across price points. Timex introduced Basics (Rs. 450) at the lowest end. Timex's Vista, Aquara and Lextra contribute to almost three fourths of Timex's sales (These brands start from Rs. 500 onwards). It is very likely that sub-brands of the brand may cannibalise each other. Titan's Sonata and Classique ranges have similar designs. The Sonata range extends from Rs. 400 to over Rs. 1,200.</p> <p>Question :</p> <p>Develop a segmentation and positioning plan for Sonata covering the following aspects :</p> <p>(a) Market Segmentation (b) Targeting (c) Positioning</p>	8%

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