

Nirma University

Institute of Technology

Semester End Examination (IR), December - 2015
B. Tech. in CL / CH / ME / IC / EC / CE / IT, Semester-VII
2HS006 Elements of Marketing Management

Roll/ Exam No.

Supervisor's initial with date

Time: 3 Hours

Max. Marks : 100

Instructions:

1. Attempt all questions.
2. Figures to the right indicate full marks and
3. Use section wise separate answer book.

SECTION I

Q.1 (A) What will be your promotional strategies for the following innovative products/services **(25)**

- 1 A unique product which serves as both washing machine and referigerator
- 2 Promotional strategy for "Make-India" campaign to attract FDI in retail market
- 3 A mobile Apps that can forecast weather conditions
- 4 An IT Software solution for event management
- 5 An IT Software that can resolve rental housing searches in metro cities

Q.2 Illustrate the product mix for product of your engineering specialization **(12)**

OR

"The innovation of a new product and its degeneration into a common product is called product life cycle' – explain this statement with suitable example from Indian Automobile Industry **(12)**

Q.3 (A) Distinguish the marketing concept and societal concept of marketing strategies. **(03)**

(B) What do you mean by positioning and segmentation? **(05)**

(C) Which channel design will you recommend for better distribution of ready made garments in Ahmedabad city? **(05)**

SECTION II

- Q-4 (A) What are the objectives of pricing? Explain different techniques of pricing. (10)
 (B) What are the different determinants of effective distribution channel (10)
- Q-5 (A) What are the different factors that affect consumer behavior? (12)

OR

Write short note on the margin turnover framework with practical examples from current market scenario

- Q-6 (A) What are the steps involved in the consumer buying decisions? (03)
 (B) What are the components of marketing logistics? (05)
- (C) Read the following case and answer the questions given below (10)

“Procter & Gamble India (P&G) laid down its marketing strategy in respect of Ariel in the year 1990.....”P&G aims at making Ariel the leading detergent brand of India,....our marketing strategy will be centered around competing with..... even if it means sacrificing profits in the short run”.

When P&G entered the Indian detergent market in the early 1990s the market had just settled down after a decade long battle between MNC, HLL's Surf and Nirma of Nirma Chemicals. Though there were many detergent brands in the market – Det. Key, Point, Chase, Vimal, Vijay, Adhunik, Plus, Hipolene, Tej, Mazda, Sanzar, etc, Surf remained the leader and Nirma the challenger. Choosing the price conscious, lower segment as its market and taking advantage of the concessions as a Small Scale Industry (SSI) unit, Nirma Chemicals offered a low priced brand and promoted aggressively. HLL had to defend Surf with all its might. The Company stepped up its promotion of Surf, relying heavily on aspects like quality and value for money. In addition HLL also launched a low priced brand, “Wheel” and positioned it directly against Nirma in the same segment. HLL also introduced Sunlight detergent powder a brand extension of its Sunlight washing soap, taking advantage of its time-tested brand image. Yet, within a few years, Nirma gained a share of 35% of the market and literally shook HLL. By then the detergent market in India has grown into a whopping 2000 crore market.

Questions:

1. What was the strategy of P&G to gain market acceptance for its product “Ariel”.
2. P&G competed with which product and avoided competing with which product and why?