

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 02– • EXAMINATION – SUMMER 2015

Sample Paper

Subject Code: 2820005
Subject Name: Marketing Management

Date: // 2015

Time:

Total Marks: 70

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

Q. 1. (A) Attempt the multiple choice questions

06

1. “Marketing Myopia” is based on

- (a) Current product offering (b) Forecasting the future product offering (c) Dropping a product
(d) Adding a product

2. Distribution channel aims at moving products from producer to;

- (a) Ultimate consumers (b) Retailers (c) Stockists (d) Brokers

3. A brand is a means of

- (a) Naming products (b) packaging of the product (c) contents of the product (d) identifying and
differentiating the company’s products

4. All of the following would be ways to segment within the category of psychographic
segmentation except

- (a) Social Class (b) Occupation (c) Lifestyle (d) Personality

5. Which are the stages of PLC

- (a) Growth, introduction, saturation and decline

- (b) Introduction, growth, maturity and decline

(c) Introduction, growth, saturation and decline

(d) Maturity, saturation, decline and introduction

6. When Amitabh Bachchan and Shah Rukh Khan uses marketing to promote their careers and improve their impact and incomes, they are using;

(a) cause-related marketing (b) public relation (c) idea marketing (d) person marketing

Q. 1 (B) 04

1. Laggards

2. Straight rebuy

3. Systematic random sampling

4. Strategic Business Unit

5. Market segmentation

Q. 1 (C) Explain with example Ansoff's matrix as a tool of strategic marketing planning 04

Q. 2 (A) What is marketing research. Explain the process of marketing research. 07

Q. 2 (B) Explain with example criteria of effective targeting. 07

OR

Q. 2 (B) Think of the last high involvement purchase done in the family, identify and explain various factors and processes that influenced the buying decision and the stages you and your family went through arriving at the buying decision. 07

Q. 3 (A) Explain the strategies of market challengers. 07

Q. 3 (B) Select a bank that has full-fledged CRM programme and explain the role of customer lifetime value in CRM program.

OR

Q. 3 (A) Discuss the various marketing strategies that should be used at each stage of the Product Life Cycle.

Q. 3 (B) Discuss the factors affecting consumer buying behavior for Barbie, a famous girl toy available in the market.

Q. 4. (A) Explain the pricing methods in detail.

Q. 4 (B) Surf Excel's commercial 'Daag Ache Hai', is it successful in audience persuasion? What was the appeal of the commercial? How can a company measure the effectiveness of the commercial?

OR

Q. 4 (A) What is channel conflict. Discuss the types of conflict and competition. What are causes of conflict?

Q. 4 (B) Make out a brief picture of the Indian Online Marketing Scene. How has an online marketing impacted retail outlet? What marketing strategies can marketing managers of retail outlets plan to enhance footfall of customers.

Q. 5 Dettol Brand Extension

14

Reckitt Benckiser has decided to extend the popular Dettol brand to Dishwash category. This will be one of the bizarre brand extensions I have seen in the last few years. Now we can see supermarkets having Dettol bathing Soap and also Dettol Dishwash placed near to each other.

The reason behind the extension is simple. According to ET, the dishwash category is worth Rs 2000 crore and the category is dominated by HUL with its Vim brand. Reckitt is now pitching Dettol against the Vim brand.

While Dettol is a brand which was able to leverage the brand's germ killing proposition to various categories like soap, handwash etc, it has not moved into toilets or kitchen. Now we are going to see this brand extending its reach to kitchen. According to the report, Dettol's entry into the dishwash will be using the sub-branding strategy - Dettol Kitchen. Dettol Kitchen will share the same positioning of germ killing and will be competing with Vim and Exo. The first product will be a Dishwashing Gel (multi-purpose cleaner).

Questions:

1. Explain the brand extension of Dettol?
2. Can a soap brand share its name with a dishwash? Though the positioning is the same will it affect the image of Dettol?
3. If Dettol can extend to Dishwash, can Vim extend to bathing soap? How about Pril Bodywash? Harpic Beauty Soap?

OR

Q. 5 Libero

14

Johnson & Johnson (J&J) now has a competition from a global player in the Rs 4500 crore Indian baby care market. SCA which is a \$10Bn Swedish company has launched its range of baby products in the Indian market. SCA is a global hygiene and forest products company which is Europe's second largest diaper maker.

SCA has launched its diaper and other baby products like soaps, baby lotion, powder etc. The brand is now running its campaign in my state Kerala for its range of products.

Libero is positioned as a natural product which is skin friendly. The brand is emphasizing natural positioning by comparing it to mother's touch. The brand has the tagline "Love Every Moment" which is not something that the brand projects. The brand is currently putting its muscle behind the Natural positioning.

The Indian baby care market is huge by its sheer size. Economic Times estimates that there are ~ 50mn babies in the age group 0-2 years and 304.8mn in the age group of 0-12. The market for baby apparel, footwear and baby cosmetics is estimated to be around \$12 bn growing at a CAGR of 17%. The diaper market is around 2500 crore and baby toiletries market is around Rs 2500 crore. J&J has a strong foothold in the baby toiletries market.

SCA has launched a whole range of products in the Indian market with a branded house strategy. All the products launched have the family brand - Libero. The company is heavily promoting the brand in the visual media. But here one issue is that since the brand is new, consumers would be unsure about trusting it. It is surprising to see why the brand is not promoting its "Swedish Country of Origin" since it would have helped in establishing credibility in this highly sensitive market.

Questions:

1. What should be the market leaders' strategies to protect its market?
2. Discuss branding strategies used by libero to penetrate the market.