

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2015-17)
Third Trimester Examination April 2016

Subject	Marketing Management II		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	23/04/2016

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

Shahnaz Husain Group was founded in the 1970s. After training for 10 years in cosmetology and cosmetic therapy, Shahnaz Husain studied Ayurveda, set up her herbal clinic in her own home, and devised her own herbal treatments. She introduced the new concept of "care and cure" and began to formulate her own Ayurvedic products. This was the beginning of the Shahnaz Herbal and other ranges, and Shahnaz Husain came to be known for her specialized clinical treatments and therapeutic products for problems like acne, pigmentation, scars and blemishes, dandruff and hair loss. Over the last three decades, the Shahnaz Husain Group has achieved a global presence, having sold at leading international stores such as Selfridges and Harrods (London). Shahnaz Husain was the first Asian to have her products retailed in stores like Bloomingdales (New York), Galeries Lafayette (Paris), Seibu (Japan), La Rinascente (Milan), and El Corte Inglis (Madrid). Today, the Shahnaz Husain Group has over 400 franchise ventures across the world, covering over 138 countries, and a formidable range of nearly 350 products. The establishment of a well-known brand with minimal advertising has been a noteworthy feature of Shahnaz Husain product ranges. While serving the beauty and wellness needs of the consumers, the group has taken India's Ayurvedic tradition to every corner of the globe.

Questions :

Q1) Summarize the case.

Q2) Discuss growth story of the brand, 'Shahnaz Husain Group'

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- What challenges marketers face in building brands.
- Write a note on BAV model.
- What is brand equity?

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- Write a note on brand positioning.
- What are the marketing strategies at different stages of PLC?
- Do brand ambassadors really help in increasing sales of a product?

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- Discuss brand resonance model.

- b) Discuss line modernization, featuring and pruning.
- c) Prepare a blueprint for any one service of your choice.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss various product levels.
- b) Write a note on new product development process.
- c) Discuss different product line decisions marketing managers need to take.

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss various brand element decisions.
- b) How marketing of products and services are different.
- c) Write a short note on importance of branding

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss brand dynamics model.
- b) Discuss classification of services.
- c) What different roles brands play for consumers?