

VPM's
DR VN BRIMS, Thane
Programme: MMS (2016-18)
Second Semester Examination April 2017

Subject	Marketing Management		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	22.04.2017

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

Q1) 20 Marks (Compulsory)

The maker of Sunfeast biscuits and Bingo chips - ITC is now the third largest player in the packaged foods market. The company has quickly captured about 10% share in biscuits and more than 6% in salty snacks within five years of launch and threatened the leadership position of PepsiCo and Britannia in several sub-segments.

However, its market share in two large categories -biscuits and snacks -has been almost stagnant for the past three years.

According to Mr. Hemant Malik, ITC's foods division CEO, "Our focus clearly is on premiumising the portfolio and we are also looking at refurbishing the portfolio with focus on larger value. "

Thus, ITC is planning to renovate the existing product portfolio and launch few premium products under packaged foods category.

Q. You as a Marketing Manager of ITC Foods are required to prepare a plan for new product development for premium products under biscuits and snacks category and suggest 4 P's strategy for these new products, which can help ITC in increasing their market share and generating more profits.

Attempt Any FOUR from the Remaining SIX Questions

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

- a) Explain the concept of Customer, Client & Consumer with relevant examples
- b) Bollywood superstar Salman Khan is planning to venture into Android smartphone segment under the 'Being Smart' brand.

You as a representative of a leading Market Research firm, are required to suggest suitable primary & secondary research methods, which can help 'Being Smart' team to understand the current market scenario and consumer attitudes, preferences and expectations from a new smartphone.

- c) How Dynamic Pricing on the Web benefits Buyers and Sellers? Explain with suitable examples.

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

- a) An emerging FMCG company is planning to launch a new product – "Sweet Paan", which will be priced at Rs. 15 to 35, with a host of options, from chocolate coated and strawberry Paan to saffron and kiwi.

You as a marketing manager are required to prepare a detailed Distribution Plan to ensure the product's availability in the market through all the relevant channels.

- b) How the Importance of Promotional Elements varies during the Stages of Consumer's Purchase Decision? Give relevant examples to support your answer.
- c) State the difference between "Needs", "Wants" and "Demands" with relevant examples

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

- a) What is Sampling? Describe in brief Sampling methods with suitable examples.
- b) Explain the concept of "Levels of Product" citing example of any consumer durable product.
- c) Explain the concept of Market potential. Describe in brief Steps to Estimate the Market Potential

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

- a) Define Consumer Buying Behavior. Describe various Stages in the Consumer Buying/ Decision-Making Process for Individual Buyer.
- b) Bajaj Auto is planning to re-venture into rapidly growing scooter market in India, by launching new scooters.
You as a Marketing Manager are required to prepare STPD plan for the same.
- c) Explain in brief the process of Personal Selling for any financial product (Insurance/ Loan/ Mutual Fund/ Credit Card/ Demat & Trading A/c etc.).

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

- a) Enlist various concepts under 'Evolution of Marketing' and explain any three concepts with suitable examples.
- b) What is Product Mix? Explain the concepts of Product Line, Length, Width, and Depth, citing example of any FMCG brand
- c) State various Factors affecting Consumer Decision-Making Process with suitable examples

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

Short note with suitable examples

- a) Marketing Vs. Selling
- b) Holistic Marketing
- c) Ansoff Matrix