

VPM's
DR VN BRIMS, Thane
Programme: MMS (2016-18) (Mktg.)
Third Semester Examination October 2017

Subject	Marketing Strategy		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	30/10/2017

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

Q1) 20 Marks (Compulsory)

In 2015 the DS Group - manufacturer of brands such as Rajnigandha (Pan Masala), Baba (Tobacco) and Catch (spices) -- entered the candy segment with Pass Pass 'Pulse'. Today, the Kaccha Aam-flavoured hard-boiled candy with a tangy twist, which fans also call the 'magical core' or the 'masala bomb', is a Rs 100 crore brand (2016) So, when and how was this product, on which the company is pinning its hope of becoming the category leader, conceived?

Pulse was launched to capitalise on the fastest growing HBC (Hard-Boiled Candy) segment in the confectionery basket. As per the market research and insight firm Nielsen India, while the overall sweet candy category, pegged at Rs 6,000 crore, is growing at 14 per cent year-on-year, the Rs 2,100 crore HBC segment is growing at 23 per cent. Kaccha Aam (26 per cent) and Mango flavour (24 per cent) together claim 50 per cent share in the HBC market. Raw mango was thus, the obvious choice. The makers further realized that there were only straight flavors such as mango, orange and caramel in the market. Hence, there was a need for innovation.

"In India, the common practice is to eat raw mango with something tangy. Whether it is 'aam panna' or a slice of raw mango sold on the roadside, it is incomplete without the tang/spices. That's how we got the idea of a powder-filled candy," says Surana.

Questions:

1. What product strategy has been adopted by DS group for Pulse? (10 Marks)
2. Why did Pulse, have the powder-filled candy? (5 Marks)
3. What are the sources of ideas for new product development, explain with examples? (5 Marks)

Attempt Any FOUR from the Remaining SIX Questions

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

- a) Explain in detail the Channel design process.
- b) Explain with example the market skimming pricing strategy
- c) Explain the concept of Product Line, Product Mix, and Product Line Consistency.

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

- a) Write a brief note on 5C analysis
- b) Define Marketing Strategy and explain its importance.
- c) What do you mean by GO ERROR & DROP ERROR in idea screening process?

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

- a) What are the generic strategies of Michael Porter?
- b) Explain Geographic & Demographic bases of segmentation.
- c) What are the contents of a Marketing Plan?

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

- a) Explain the importance of targeting in marketing
- b) What are the various PLC strategies used by the marketer?
- c) Explain the terms core competency and sustainable competitive advantage.

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

- a) Explain the selective and intensive type of distribution strategy.
- b) What do you mean family brand name strategy, explain with examples?
- c) What are the various methods of Test Marketing?

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

- a) What do you mean by perceptual mapping?
- b) What are the various pricing objectives?
- c) Explain the concept of convenience goods, Shopping goods, Specialty Goods.