

M.M.S.-I
MM 01

14.12.2008

Roll no.

Total No of Questions : 10

Duration : 3 hrs

Total No of printed pages : 1

Maximum marks : 60

Notes: 1) All questions carry equal marks.

2) Question no 1 is compulsory. Write any five questions from Q. no 2 to Q. no 10.

Q1] Clean, which for many years was the co. X market share leader in toothpaste, was recently overtaken by co.Y. In an effort to regain its leadership position in this important personal care products category, co. X has recently introduced Clean Rejuvenating Effect toothpaste and has spent about Rs.50 million for this new product rollout.

What makes Clean Rejuvenating Effect toothpaste unique? Well, even co X will admit that the product does not functionally do anything particularly new or different. However, it is the first toothpaste that is specifically targeted to woman. Other personal care products companies for many years offered brands for women, such as Secret deodorant. But this is the first time that a toothpaste has been marketed to only women.

The primary target for this product is the 30- to - 44 year old women. In order to reach this group, the teal-toned toothpaste is marketed in a teal tube, inside a "glimmering pearlescent box." The taste of the toothpaste includes hints of vanilla and cinnamon, and in the mouth the product produces a mild tingling sensation that co. X hopes users will associate with fresh breath and healthy gums.

Q] Which segments if any, do you feel would be most likely to purchase Clean Rejuvenating Effect toothpaste.

Q2] Can it reasonably be asserted that planners in command economies make marketing decisions? Why or why not?

Q3] Under which circumstances and for what types of products should a marketer segment the market on the basis of a) awareness status b) brand loyalty and c) usage situations?

Q4] According to some research findings, the strategies of market development & product development are superior to that of diversification. Comment?

Q5] Prepare a market growth, market share for the portfolio of products held by a company of your choice.

Q6] Explain the effect of marketing environment factors on marketing mix of a company with suitable example.

Q7] What are the important managerial concerns during

- New product development.
- Market development.
- Rapid sales growth.
- Competitive turbulence.
- The mature market stage.
- Decline & death

Q8] Describe the various pricing strategies.

Q9] Describe the various considerations of a media planning.

Q10] Write short notes on any two.

- Elements of marketing communication mix.
- Marketing channels
- Pricing objectives
- Consumer product classification.