

VPM's
DR VN BRIMS, Thane
Programme: MMS (2014-16)
First Semester Examination December 2014

Subject	Marketing Management (MM 01) DIV A		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	06-12-2014

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

Q1) 20 Marks (Compulsory)

Titan's first entry into the children's watch category in India was through the brand Dash, targeted at children in the age group of 6-14. However, this brand was withdrawn because it felt that the timing was premature as parents were not ready to spend on kids' accessories at that time. Subsequently, realizing the potential of this segment, Titan, re-entered the market under a new brand name- Zoop. The design elements of these watches reflect the preferences of the target segment.

Watches for girls feature a range of candy colors and summer flowers whereas watches for boys feature nautical colors and sail elements. To remain contemporary and to keep pace with new trends, the company launched a limited edition of watches depicting popular characters of Walt Disney Pictures' Toy Story. The colour scheme for the straps and the dials resonates the vibrant and bold colors of the characters. Each watch has a story to tell, which helps in connecting with the target segment. In order to create promotional excitement, the company launched a scheme that includes a pack of goofy bands on the purchase of any Zoop watch. These bands can be worn as bracelets, which have become very popular among children. The advertisement campaign for zoop were based on the theme today's children want to own watches that reflect their personality and gain attention of their peer groups. The "Be a Star" advertisement campaign was aired on television channels targeted at children and some of the general entertainment channels. The brand is available in a wide range of retail points, including Titan's exclusive showrooms, large format shops, and multiband shops for Rs.350/- onwards.

- Analyze and evaluate the case in detail.
- Do you think the company has managed elements of marketing mix properly to make brand Zoop a success.

Attempt Any FOUR from the Remaining SIX Questions

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

- a) Discuss challenges and opportunities in Indian markets.
- b) Discuss functions and importance of distribution channels.
- c) Success of a product largely depends on its 'STP' comment.

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

- a) Think of a product or service that you purchased recently in market. How might you go about developing customer segments for the product?
- b) Write a note on PESTLE analysis.
- c) Discuss scope of business marketing research.

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

- a) Write a note on Delphi method for estimating future demand.
- b) Discuss 5 M's of advertising.
- c) Write a note on consumer decision process.

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

- a) Write a note on personal selling.
- b) In fiercely competitive markets how product differentiation is achieved?
- c) Discuss elements of marketing mix.

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

- a) Discuss different product levels.
- b) Discuss elements of Integrated marketing communications.
- c) Write a note on PLC.

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

- a) Discuss how to monitor marketing mix elements in Introduction stage.
- b) Briefly discuss the process of new product development.
- c) Write a note on promotional pricing techniques.