

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

Subject	Marketing Management (MM 01) DIV B		
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)

Case Study (Alpenliebe)

Alpenliebe, a hard-boiled sugar candy, was one of the first brands to be launched after Perfetti Van Melle (India) Ltd. (PVMI) launched its operations in India in 1994.

A wholly-owned subsidiary of the world's third largest confectionery major Perfetti Van Melle S.p.A, PVMI also had other big brands such as Center Fresh, Center Shock, Big Babol, Chlormint, Mentos, Fruitella, Cofitos, Protex Happydent, Happydent White, Marbles, Chocoliebe, Chatar Patar, etc., in its brand portfolio. As of early 2008, Alpenliebe was the single largest selling sugar confectionery brand in India and made up a major portion of PVMI's revenue, estimated to be Rs.7 billion in 2007.

Alpenliebe was the single largest brand in the Indian sugar confectionery market. Analysts felt that Perfetti Van Melle (India) Ltd., a subsidiary of the Italian confectionery major, had done exceedingly well to build the brand in the low value, low margin, and fragmented market with exceptional branding. In 2007, the company tried to take the brand to the next level by roping in leading Hindi film actor Kajol as its brand ambassador.

Questions:

1. What are the challenges in marketing a low-involvement product such as hard-boiled candy that are often purchased on impulse?
2. Critically analyze Perfetti Van Melle's marketing strategy for Alpenliebe in India.
3. Analyze marketing communication campaigns for Alpenliebe and Alpenliebe lollipops.

Attempt Any FOUR from the Remaining SIX Questions

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

- a) Define Marketing and Marketing Management.
- b) What is the significance of Marketing in any business organization?
- c) Think Global, Act Local: Is this important from marketing angle.

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

- a) Why is it necessary to feel pulse of market by analyzing Consumer Behaviour?
- b) What is Sales Management?
- c) What are various promotional tools available with a Marketer?

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

- a) What is Marketing Mix? Elaborate with an example.
- b) Why is effective pricing so significant in success / failure in market?
- c) What role do intermediaries (agent-middlemen-distributors) play in Marketing of FMCG products?

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

Short notes:

- a) Segmentation.
- b) Targeting.
- c) Positioning.

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

- a) How will you create a Customer Driven Organisation?
- b) What factors will you consider for pricing of yet to be launched 1000 cc SUV from Maruti Suzuki?
- c) What is Integrated Marketing Communication?

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

- a) Difference between Sales and Marketing.
- b) Is Maslow's Hierarchy of Needs important to consider while deciding Marketing Strategy?
- c) Is CRM an investment or expense for Marketing department?