MF 03

Marketing.

Roll No:

No of Printed Pages:- 02

No of Questions:- 03

Maximum Marks:- 30

Duration Hours:- 2 hours

Notes:- 1) Attempt all the questions
   2) Analysis of the Problem will have more weight age

Q.1. What are the types of Bayesian Analysis? Suppose a Marketing Manager of a Soft Drink company is seriously considered whether to undertake a special promotion or not. Two options before him are (i) Run a Special Promotion programme (ii) Do not run a special promotion programme. The following table gives the probabilities assigned by the marketing manager to the three possible outcomes, Very favourable consumers reaction , Favourable consumers reaction, unfavourable consumers reaction.

Possible consumer Reaction	A1 (Rs)	Probabilities
Very Favourable	1,00,00,000	0.7
Favourable	10,00,000	0.1
Unfavourable	- 50,00,000	0.2

Calculate EMVPI and Advise Marketing Manager to run the special promotion progamme or not

Q.2. Hindustan Unilever is going to launch the New Product in the form of toilet cleaner into the Market. Their Total Investment is Rs 5 lakhs. Manufacturing cost is Rs 10/- Unit and Selling Price Per unit is Rs 30/-
What is no of units, company need to sell to reach the stage of no profit and no loss.?
Being a Brand Manager what will be your promotional plan to promote this new product? (Advertising Budget for an Year is Rs 10 Lakhs)
Keeping in mind the advertising budget what will be sales forecast for the year?

Q.3. Below given is the state wise sales figures for Calcium Category and Calcium Sandoz Brand? As a Brand Manager for Calcium Sandoz you have Rs 25 lakhs to invest in the promotional programme in which state you will run the promotional programme? Why?

	CALCIUM ORAL SOLIDS	CALCIUM SANDOZ
MAHARASHTRA	432,343,747	11,566,862
UTTAR PRADESH	307,654,225	13,316,854
MUMBAI	400,853,336	34,230,976
ANDHRA PRADESH	252,437,104	16,411,016
KARNATAKA	178,090,464	5,071,553
DELHI	208,306,418	26,101,473
MADHYA PRADESH	140,368,647	7,241,165
BIHAR	116,912,520	4,288,989
PUNJAB/HARYANA	134,666,614	14,466,994
KOLKATTA	124,939,652	5,244,875
GUJARAT	116,776,308	5,202,655
RAJASTHAN	104,549,341	4,817,619
WEST BENGAL	110,967,755	5,691,321
KERALA	130,592,019	6,118,411
ASSAM	64,288,952	2,329,940
CHENNAI	67,044,989	2,803,038
ORISSA	55,719,764	957,585
TOTAL	**2,946,511,855**	**165,861,326**