

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2014-16) Fourth Batch
Second Semester Examination December 2014

Subject	Marketing Management - I		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	23-12-2014

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

Q1) 20 Marks (Compulsory)

Moov, the pain relieving ointment from Paras Pharmaceuticals (now part of Reckitt Benckiser India Ltd), succeeded in a market dominated by established brands that promised relief from headache, body ache and sprains by positioning itself as the backache specialist. Initially, it was launched as an ointment for relieving joint pain that troubles old people. Subsequently, based on consumer insight that backache is a significant problem faced by many, especially housewives, the brand was repositioned as backache specialist. Moov contains ingredients such as Nilgiri (Eucalyptus) oil, Tarpin oil, oil of Wintergreen, and other Ayurvedic pain relievers. The brand communicates the pain-relieving properties of Moov by highlighting the benefits of "ek minute Moov kimalish" (a one-minute massage with Moov) in advertisements that promise "Aah Se AahaTak" (from pain to relief). Today, Moov is one of the largest selling rubefacient brands in India, and has been consistently featuring in the "100 Most Trusted Brands" Brand Equity Survey conducted by The Economic Times. Moov is now also available as an aerosol spray.

Analyze and evaluate the case:

Identify the Critical Success Factors for Moov.

Do you think proper positioning has helped the company to win over its competitors?

Attempt Any FOUR from the Remaining SIX Questions

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

- Comment, "Marketers do not create needs: needs preexist marketers."
- Write a note on micro environment analysis.
- Write characteristics of HIPs and LIPs.

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

- Write a note on marketing environment in India.
- Discuss different platforms on which product differentiation is possible.
- Write a note on PESTLE analysis.

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

- Success of a product largely depends on its 'STP', comment.
- Write a note on personal selling.
- Comment, 'Products Can Be Copied and Replaced but Brands Are Unique.'

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

- a) Write a note on BCG matrix.
- b) Write a note on GE 9 cell matrix.
- c) Describe various sales promotion tools.

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

- a) Write a note on PLC.
- b) Discuss elements of Integrated marketing communication.
- c) Discuss functions and importance of distribution channels.

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

- a) Discuss elements of marketing mix.
- b) Discuss how marketers develop and manage the advertising program.
- c) Describe any two pricing methods.