

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2014-16)
Third Semester Examination April 2015

Subject	Marketing Management II		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	16.04.2015

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

Q1) 20 Marks (Compulsory)

Wipro Ltd., one of India's most well-known software companies, was established in 1947 as a vegetable oil trading company under the name Western Indian Palm Refined Oils. With experience in trading in vegetable oil, the company decided to introduce value added products such as hydrogenated cooking oil, laundry soap, and wax and tin containers, and the company thus began its journey as a consumer products company. The Santoor bathing soap brand, the flagship brand of this division, is one of the largest selling soaps in South India. Its Glucovita range of energy drinks, Chandrika range of Ayurvedic soaps, and Wipro Smartlite range of home-lighting solutions are among some other products from this division. Later, sensing an opportunity in the B2B market, the company started manufacturing hydraulic and pneumatic cylinders under the division of Wipro Infrastructure Engineering. When IBM vacated the Indian market in 1977, Wipro entered into the computer hardware business, manufacturing and marketing computers, including notebooks, laptops, desktops and servers. Subsequently, the company started its Infotech division, focusing on a range of software solutions. This division has grown to one of the largest software firms in India. Wipro lighting, another division of the company, focuses on lighting solutions and products for commercial and household applications. The product strategy of the company indicates a diversified portfolio straddling different businesses that utilize market opportunities emerging at different points of time, created by evolving consumer-need gaps and competitive vacuums.

Questions:

1. Summarize the case and discuss how Wipro has built diversified product portfolio ranging from software to personal care products.
2. Discuss how the company identified marketing opportunities that emerged through evolving consumer needs.

Attempt Any FOUR from the Remaining SIX Questions

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

- a) Discuss various product levels.
- b) Discuss how products and services are different.
- c) Write a short note on importance of branding

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

- a) Write a note on BAV model.
- b) Discuss different marketing strategies at different stages of PLC.
- c) Write a note on Up-market stretch.

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

- a) Discuss brand resonance model.
- b) What is Down-market stretch?
- c) Prepare a blueprint for any one service of your choice.

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

- a) Discuss various brand element decisions.
- b) Write a note on new product development process.
- c) Discuss different product line decisions marketing managers need to take.

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

- a) What is brand equity?
- b) Write a note on brand positioning.
- c) What challenges marketers face in building brands.

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

- a) Write a note on brand repositioning.
- b) Discuss classification of products.
- c) What different roles brands play for manufacturers?