

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2015-17)**  
**First Semester Examination December 2015**

<b>Subject</b>	<b>Marketing Management</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>2</b>	<b>Date</b>	<b>22.12.2015</b>

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

**Q1)20 Marks (Compulsory)**

Traditional Indian brand Amul felt the need to reposition itself to meet changing consumer preferences. Several initiatives were taken by Amul to reposition its brand so that it would appeal to the youth segment.

According to R S Sodhi, managing director of Gujarat Cooperative Milk Marketing Federation (GCMMF), "The dull and conservative image associated with Amul products has to be rubbed off the minds of the youth. As a strategy, we have decided to communicate with the new generation more aggressively than ever before." Amul also went in for repackaging and rebranding several of its products in order to establish and maintain a connection with the target segment...

In March 2011, India's market leader in milk and milk products brand Amul, launched a flavored yoghurt called Flaavyo. It was one of the several products that Amul had launched in a bid to connect with the youth in the country. Within a span of one year, Amul had introduced several new varieties of ice-cream and pro-biotic buttermilk targeted at this segment. It had also associated itself with Sauber, an F1 team from Switzerland, at the maiden Indian Grand Prix event .

Questions \_\_\_\_\_ for \_\_\_\_\_ Discussion:

1. Discuss the reasons for the repositioning of the Amul brand in Indian market.
2. Discuss how a traditional brand like Amul can be repositioned.
3. In what ways can Amul benefit from this move? Give reasons.

**Attempt Any FOUR from the Remaining SIX Questions**

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

- a) Discuss how to monitor marketing mix elements in growth stage.
- b) Write a note on consumer decision process.
- c) Success of a product largely depends on its 'STP', comment.

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

- a) Write a note on 4P's of marketing.
- b) Write a note on PLC.
- c) Comment, 'Products Can Be Copied and Replaced but Brands Are Unique.'

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

- a) Discuss different platforms on which product differentiation is possible.
- b) Write a note on marketing environment in India.
- c) Describe any two pricing methods.

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

- a) Write characteristics of HIPs and LIPs.
- b) Discuss the concept of Integrated Marketing Communications.
- c) Write a note on product line modernization and pruning.

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

- a) Write a note on micro environment analysis.
- b) Describe various sales promotion tools.
- c) Discuss steps involved in marketing research process

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

- a) Discuss how to improve demand forecasting accuracy?
- b) Discuss the process of new product development.
- c) Comment, “Marketers do not create needs: needs preexist marketers.”