

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA Sem-II Remedial Examination December 2010****Subject code: 820005****Subject Name: Marketing Management****Date: 22 /12 /2010****Time: 10.30 am – 01.00 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a)** “India is the second largest market for two-wheelers and in 2008-09 Indian’s bought over 7.4 million two-wheelers-motorcycles, scooters, mopeds and step-thrus and electric two-wheelers. This year, the market has grown at over the 17 per cent.” Mahindra & Mahindra could not resist and straddle the entire spectrum of automobile by positioning its scooters, a portfolio of three (Duro, Rodeo and Flyte) as power scooters. Honda leads the pack with a market share of 53 per cent followed by TVS (21%), Hero Honda (14%) and Suzuki (8%). Mahindra’s share is a tad above 2 per cent, Being a marketing consultant suggest appropriate strategies to Mahindra & Mahindra for success in scooter segment. **07**
- (b)** “A member of the Tata Group, India's largest conglomerate - making everything from steel to tea - Tata Motors current product lineup is built upon a backbone of work trucks and affordable, mass-market cars. Purchasing Jaguar and Land Rover would not only give the auto maker entry into myriad global markets. Acquiring the legendary British marques so soon after establishing independence from the UK would be a huge boost to Indian national pride. **07**
- On the other hand, the lack of corporate and brand synergies between Tata and its intended acquisitions are so great those industry analysts are calling the purchase a mistake. Indian auto parts makers do not have the technical capability necessary to support production of luxury automobiles, meaning Tata could not likely benefit from lower wages and materials costs by producing the cars in India. Importing parts for production would drive costs up, and outsourcing production would be even more expensive. It seems that if the deal does go through, it will be more on the basis of passion than prudence.”
- Discuss the entire excerpts in line with Brand Portfolio Management with the execution of the same
- Q.2 (a)** Suppose you are the product manager for a new aseptic packaging material, which preserve milk and other dairy products without refrigeration. The product is in the introductory stage of its life cycle. What are the implications of this position in the decisions you must make about each of the 4P’s when designing a strategic marketing program for this product? When (if) this product reaches the growth stage, what changes will you have to make in your marketing plan, including its objective? **07**
- (b)** Being a marketing student, generate one questionnaire for “measuring the satisfaction level of Cola brand” available in Indian Market **07**
- OR**
- (b)** Discuss the merits of relationship marketing. Describe in detail companies which are in business today that models relationship marketing. **07**

- Q.3 (a)** “The herbal shampoo market is valued at around Rs. 100 crores. Nyle, Ayur, Dabur and Biotique are some of the established brands in the market. Helene Curtis (JK Group) has introduced a premium herbal shampoo (with variants Shikakai, henna and amla and brahmi and josur) priced between Rs. 80 and Rs. 90 (500 ml) for different types of hair. The proposition is the benefits offered by the variant based on the combination of herbs. The benefits offered by the variants range from extra protection and nourishment to colour, body and bounce. The shampoos have been launched under the brand name Premium Herbal Shampoos and they target urban housewives with a monthly household income of Rs.25, 000. The brand is distributed through 70,000 retail outlets and 120 Raymond shops. The company has planned only point of purchase (POP) posters initially and may consider the electronic media later. The shampoo has an annual advertising expenditure of Rs. 10 crores.”- Comment on the marketing mix of JK's Premium Herbal Shampoos and give suggestions for making it more effective. **07**

- (b)** How can marketers learn about the stages in the buying process for their product? List and briefly characterize various methods involved in buying process. **07**

OR

- Q.3 (a)** Critics of Nike often complain that its shoes cost almost nothing to make, yet cost the consumer so much. Identify the elements of providing and communicating value that add to Nike's cost structure and result in the high price of Nike's shoes. **07**

- (b)** Most studies indicate that the market pioneer gains the greatest advantage in the marketplace. What are the sources of the pioneer's advantage? **07**

- Q.4 (a)** Developing brand strategies for a service brand requires special attention to the elements of branding and marketing. Explain why it is different for branding a service versus a tangible product. **07**

- (b)** Discuss in detail the process for new product development. **07**

OR

- Q.4 (a)** Being a circulation manager of Vernacular news paper show your preference for penetration Vs. Skimming strategy for long term business in Gujarat with suitable examples. **07**

- (b)** The vast array of products that consumers buy can be classified on the basis of shopping habits and are broken down into four main areas. List these four main classifications of consumer goods and explain what elements are included within. **07**

- Q.5 (a)** You are a world's largest manufacturer of new edge Electronic appliances like Dish Washer & Home vacuum Cleaners and you have modified your product to suit Indian requirement. Your challenge here is to make your product popular in the middle-middle & upper-middle class families. Explain the steps of an effective communications campaign that you will undergo. **07**

- (b)** Do you think growth of organized retailers threaten traditional retailers? Retailers examining their product mix find that many of their products are not profitable or do not make economic sense. Yet these products still take up retail shelf space. Kindly suggest appropriate guidelines for balancing the product mix. **07**

OR

- Q.5 (a)** Think for awhile, you are in Microsoft and responsible for designing an operating system for computers. In designing a distribution channel for a product of such a nature what decisions or questions you think critical?- Justify your answer **07**

- (b)** What decisions do companies face in designing and managing a sales force? **07**
