

syBMS

Mktg mgmt

Oct, 12

MN10 AGA

TIME : 2 Hrs.

MARKS : 60

Note : 1) All questions are compulsory.

2) Each Question carries 15 marks.

3) Figures in the right indicate full marks

Q.1. A) Define Marketing Environment. Explain the characteristics of Marketing Environment. (8)

B) Define Product. Explain the different Levels of Product. (7)

OR

A) Define Salesforecasting. Discuss the techniques of Salesforecasting. (8)

B) Define Marketing Management. Explain the functions of Marketing Management. (7)

Q.2. Case - Study : (15)

Salt is daily consumed, low price product. But 'Salt-wars' poured 'Consumer Attention Fuel' in branded salt markets. M/s DCW launched its Captain Cook salt in 1996. The type of marketing and advertising route it adopted called for allegations from competitor M/s Tata Salt. In the process it acquired handsome market share i.e. 20% just within two years of span.

Branded Salt Market Shares

Market size	:	Rs. 200 crores, Growth : 20% P.A.
Tata Salt	:	26%
Captain Cook	:	14%
HLL Annapurna	:	14%
Other	:	40%

In 1997, HLL launched 'Annapurna' brand salt With aggressive advertising. HLL could gain 14% market share just within one year span. HLL spent Rs. 18 crores on advertising 'Annapurna' during 1997 whereas DCW could spent just Rs. 5 crores on Captain Cook. DCW realised that it would not be able to withstand the trans-national's attack. More over DCW incurred losses of Rs. 25 crores in 97-98. Hence it sold its brand to Corn Products Ltd.

Questions :

- a. How should Corn Product re-launch the brand ? How can it face competition ? (5)
- b. Advise distribution strategy to the company. (5)
- c. Work on price and promotion strategy for Corn Products Ltd. (5)

OR

B) Marketing Strategies wisely use the old axiom health is wealth into wealth is health. A well known concern Marico had been experimenting with healthy and functional foods under the umbrella brand name - Saffola. Saffola cooking Oil commands good market share with its famous ad campaign 'healthy for the heart'. This slogan has continued since early 1990s. It dwelt on what regular edible oils did to the vital organ - build cholestrol which eventually damaged the heart. Saffola means heart. That is the positioning in the minds of people.

In the past few years the brand has been extended to low-sodium salt and atta mixes for diabetes besides the core cooking oil. Rice is the latest addition to the list. Saffola Arise, a low Glycerin index rice was launched recently by Marico at an invitation price for a 4 ½ kg pack & 1 kg pack. The CEO of Marico observed - "Glycemic Index diet contains Carbohydrates, which digests slowly and helps release glucose over a longer period of time keeping the body fuller thereby helping in weight management."

Saffola's brand extensions into salt and atta mixes have been slightly muted in their performance as well as visibility. By riding on Saffola brand name being extended into a few more categories in the future cannot be ruled out. In the field of marketing health -benefit space allows to experiment with innovative products roping in substantial revenues.

Questions :

- 1) What is meant by brand extension? (5)
 - 2) What kind of competition is faced by Saffola ? (5)
 - 3) How important is price factor in marketing health food ? (5)
- Q. 3. A) What is Marketing Segmentation ? Explain its Benefits or Advantages. (8)
- B) What is Brand Extensions ? Explain its types. (7)

OR

- A) Explain with examples, different methods of pricing. (8)
 B) Define Retailer. Discuss types of retail formats. (7)
- Q. 4. A) Write Short Notes on : (15)
 1) Components of Marketing - Information -system.
 2) Product Line Decisions
 3) Personal Selling

OR

- B) Write Short Notes On : (15)
 1) Product - Life - Cycle
 2) Category of Membership
 3) Features of Marketing Ethics.

Q. 3. Case - Study : (15)
 Salt is daily consumed, low price product. But 'Salt-wars' poured Consumer Attention Fuel in branded salt markets. M/s DCW launched its Captain Cook salt in 1976. The type of marketing and advertising route it adopted called for allegations from competitor M/s Tata Salt. In the process it acquired handsome market share i.e. 20% just within two years of span.



Branded Salt Market Shares

Market size	Rs. 200 crores, Growth - 10% P.A.
Tata Salt	26%
Captain Cook	14%
HLL Annapurna	14%
Other	42%

In 1997, HLL launched 'Annapurna' brand salt With aggressive advertising. HLL could gain 14% market share just within one year span. HLL spent Rs. 18 crores on advertising 'Annapurna' during 1997 whereas DCW could spent just Rs. 5 crores on Captain Cook. DCW realised that it would not be able to withstand the trans-national's attack. More over DCW incurred losses of Rs. 25 crores in 97-98. Hence it sold its brand to Corn Products Ltd.