

OP10ABK (L)

SVBMS
Prin. of mktg.

TIME: 2 ½ hrs

MARKS : 75

NOTE: 1. All questions are compulsory.

2. Figures to the right indicate marks.

Q 1. Answer the following (any 2)

- a) Explain scope of Marketing. (7½)
- b) Describe Marketing Mix. (7½)
- c) State importance of Marketing to Non-Profit organization. (7½)

Q2. Answer the following (any 2)

- a) Explain Social and Economic factors in influencing consumer behaviour. (7½)
- b) Describe Product Research and sales Research. (7½)
- c) Explain Micro Marketing Environment. (7½)

Q3. Answer the following (any 2)

- a) Write a note on Product Planning. (7½)
- b) Explain different sales promotion techniques used by a Marketer. (7½)
- c) Describe different pricing strategies. (7½)

Q4. Answer the following (any 2)

- a) Explain sociographic and Psychological basis of market segmentation. (7½)
- b) Explain advantages and disadvantages of Internet Marketing. (7½)
- c) Describe importance of positioning of product. (7½)

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Q5. Case Study

The brand which ruled the Indian roads have been laid to rest. Bajaj has officially stopped the production of Bajaj Chetak from December 2005. The brand which was launched in 1972 virtually owned the two wheeler segment. If reports are to be believed, Chetak was an unavoidable dowry in 1970's and 80's. It had a waiting period of more than 10 years. The brand which was named after the legendary stallion of the Rajput king Maharana Pratap, was known for the reliability and sturdiness. Bajaj Chetak had a huge brand equity. The brand had the persona of a "work horse". With reasonable price and the low maintenance cost made this product a huge hit among the middle class Indians.

Promoted along the base line "Hamara Bajaj", this was the Indian Family vehicle. But then How can a brand that was so popular and successful fail? The primary reason is that the Brand forgot the customers. The company failed to understand the changing perception of the customers towards scooters. Rather than looking at the customers, the company focused on influencing Government to block the opening up of economy. Bajaj never did anything with the product. For 40 years Chetak had the same look, same quality and style.

During the mid nineties the company realised lately that the segment has shifted to motorcycles. Scooters were no longer the option. But did the company made a mistake in discarding the scooter segment? Looking at the way the share prices are going, the market thinks that Bajaj Auto made the right decision. Bajaj never was serious about product development. Even after the opening up of economy, the scooter segment did not witness much competition. The players like Vespa did not had much of success in this segment. Kinetic Honda managed to carve a niche with its gearless scooters. Another segment which was growing was the scooterette segment which was dominated by TVS scooty. The "Tilting the chetak to the side for starting" was a common joke.

Q1. Explain product life cycle of Bajaj Chetak. (10)

Q2. Describe reasons for failure of Bajaj Chetak. (5)
