

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester II – PGDM (RM) 2016-18

Marketing Management II
ET_RM_MM-II_0401

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions. All question carry equal marks.

- Q 1** Nokia once dominated the mobile handset market. As time progressed, the industry shifted to smartphones, new players especially Apple and Samsung invaded the market and stole its share away. The company handset division was acquired by Microsoft and they came out with Lumia to compete in the smartphone market. Apart from this Nokia also came up with Nokia X series to counter its decline. Shifts in the competitive conditions and needs and preferences of customers render new product development as an essential strategy for survival. Illustrate the new product development process in the light of
- a) New to the world products
 - b) New to the company
 - c) Additions to the product line
 - d) Product improvement
- 14**
- Q 2** There is one thing common to market players such as Maruti, Nirma, Micromax, IndiGo and Priyagold. All these players followed a common approach to pricing. The strategy is to target the price sensitive customers with the aim of gaining a bigger market share. Highlight the role of pricing in the marketing mix. Which is the pricing strategy talked about here. Discuss the conditions in which it is an appropriate strategy to use.
- 14**
- Q 3** Sales promotion is a strong tool of the marketing mix. It is widely used among the end consumers and even in trade promotion. Explain the types of sales promotion and their benefits.
- 14**
- Q 4** Publicity's differentiation from advertising lies in its non-paid nature. Publicity is voluntary coverage of some activity by media that is not paid for. On many occasions brands become noteworthy and media covers them as a news piece. For example an article in the newspaper titled "Flipkart begins sale of own brand of tablets". What is your opinion on this technique of promotion? Who are the biggest beneficiaries of these in the recent times?
- 14**

- Q 5** For the Indian consumer, packaging plays a very important role in product satisfaction. Packaging shapes shopping behaviour, influences product satisfaction and motivates consumers. Packaging is also a key driver of repeat purchase. Discuss the relevance of packaging in the competitive world. Also, give some examples where in packaging has been the reason for success of the brand. **14**
- Q 6** **Parle G, 'G' for genius.** Parle G took a cautious approach to its untried method. It invited Ruskin Bond, the celebrated writer of prolific books for its campaign. Parle G created a website and invited its target audiences- kids and their parents to check their quizzes, games and other engaging content on their website. This is just one innovative brand building exercise. The brand managers have a tough job of not only increasing the recall and recognition but also of engaging the customers, developing an emotional bond for a lifetime association. Elaborate on the innovation in branding and its purpose for the customer of the day. **14**
- Q 7** Since its inception in the late 19th century, Lifebuoy, was a nimble and good citizen brand of India, reaching millions of rural customers with a promise of 'health and hygiene' as a platform of its business. Its famous advertising jingle, tandurusti ki raksha karta hai lifebuoy. The brand passed through prolonged stages of growth and maturity during most of the second half of the 20th century and faced a decline stage during the early 21st century with sales falling at the rate of 15%-20% per year. The downward trend made Hindustan Lever Ltd withdraw the product category during 2002 and rejuvenate the brand with prudent marketing strategies by optimally utilising the brand imagery. Explain how a product can bounce back from a falling plc graph. Discuss the relevance of a product's life cycle, strategies at different stages of the cycle and their impact on the product. Illustrate with an example other than Lifebuoy. **14**
