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25 (2) MKMN 201

2014

MARKETING MANAGEMENT

Paper : 201

Full Marks : 70

Time : Three hours

Ans. Any five

The figures in the margin indicate full marks for the questions.

1. (a) "Societal orientation in Marketing Concept is a mismatch with selling part, which also remains as an integral part of Marketing Concept." Write a critical assessment of the impact of marketing in society. 7
- (b) Briefly explain how changes in economic environment help in demand generation and market penetration by marketers. 7
2. Lacoste is a brand for the early adopters "who are successful in business and respected in his field", "consumers who appreciate the value of finer non-fashion-led leisure wear". Lacoste's perceived

Contd.

value stays high because its wearers form a club of like-minded folk and the wearers are walking-talking advertisements on the desired social network. The typical Lacoste wearer is a mobile phone equipped, leisure loving globetrotting in his early 30s, a great spender of self-earned money. Lacoste now finds that there is more demand for its brand than expected.

- (a) Discuss Lacoste's present approach for segmentation of their market. Has it gone for Niche Marketing? 7
- (b) How should Lacoste identify new market segments by employing the criteria for successful market segmentation? 7
3. "Brand positioning involves implanting the brand's unique benefits and differences in the customer's mind."
- (a) Describe the concept of Positioning. Explain briefly the different steps used for brand positioning. 9
- (b) Identify how the following brands are positioned in the Indian market. (Give your answer for *any one* brand) 5
- (i) Zhandu Balm

(ii) Horlicks Beverage

(iii) Harpic (Toilet Cleaner)

(a) Explain how marketers can cope with marketing challenges like market modifications, product modifications and marketing mix modifications in the Maturity Stage of its Product Life Cycle. 8

(b) Describe the concept of "Brand Equity". What are the different components of Brand Equity as explained by Brand Equity Models? 6

(a) As the President of a High Definition Television company, you must decide between a penetration or skimming pricing policy. Explain the factors you would consider in making your choice. 6

(b) Discuss the concept of *any one* pricing method in various forms with suitable illustrations: 8

(i) Psychological Pricing

(ii) Cost Plus Pricing.

6. (a) "A marketing plan is a comprehensive plan to explain the future growth of an organization." Elucidate the statement with reference to the competitive marketing environment in which an organization has to sustain. 5

(b) Explain the concept of channel dynamics. Elaborate the following :

(i) Vertical Marketing system

(ii) Horizontal Marketing system

(iii) Multilevel Marketing system. 9

7. Read the following case and answer the questions :

Tetra Tea Ltd. takes pride in introducing new products to cater to the changing needs of its customers. Mr. Ghosh, the Deputy General Manager travelled extensively to identify the needs of different segments of tea drinkers. He himself was fond of well-brewed tea, especially in the morning. Mr. Ghosh was not happy with the quality of tea, charged exorbitantly, available in four-star hotels where he used to stay during his tour.

Mr. Ghosh advised his R & D team to develop a new product : tea tablets. These tablets were so designed that one tablet added to hot water (not

necessarily boiling water) would produce a cup of tea without leaving any residue in the cup. It was proposed that these tablets be marketed in a number of grades to cater to the varying tastes of the customers with regard to the quantity of sugar, milk and strength of the final product desired. When the tablets were finally developed, Mr. Ghosh felt that these tablets would not only satisfy the long pending demands of the touring community but would prove to be a boon to men living alone. However, he has not decided whether he should position these tablets named "Tetra Tablets" for a niche or for the mass. The company decided to adopt introductory low prices for these tablets and planned a national launch. However, Mr. Ghosh needs your help for the following problems as given below :

(a) Determine the communication process which may be used by Tetra Tea Ltd. to promote the tea tablets. Also devise the communication objectives for the chosen communication model. 7

(b) Suggest the most effective promotion mix for 'Tetra Tablet' to reach its target market. Give reasons by comparing the merits and limitations of each element with respect to new product launch. 7