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SVKM'S
Narsee Monjee Institute of Management Studies (NMIMS)
School of Distance Learning
Year 2009-2010

Semester end examination
SEM - III / ADBFM , SEM - I / ADITM , SEM - II / ADSCM
Marketing for Managers

DSCM / PGDSCM
DBM / PGDBM
DMM / PGDMM
DITM / PGDITM
Marks: 100

DATE: - 6.1.2010

TIME: - 11 a.m. to 2 p.m.

Time: 3 hours

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer book, which is provided for their use

Q1: Attempt any 2 out of any 4:

Marks: 10

(I): Are markets segmented to a greater degree in developed economies vis-à-vis developing economies

(II): Explain in brief Maslow's hierarchy of needs?

(III): Identify any one organization that managed to revive from decline stage back to growth? Explain in brief?

(IV): Consumer Protection Act (1986)

Q2: Write short notes on any 3 out of 5:

Marks: 15

(I): How critical is the role of advertising in the Marketing Mix

(II): Explain the Cyber marketing Model?

(III): Identify various elements of the promotion mix?

(IV): What are the different methods of sales forecasting?

(V): What are the problems encountered while conducting marketing research in India?

Q3: Attempt any 3 out of 5:

Marks: 45

(I): Explain in brief the relevance of Social marketing in a developing economy?

(II): How does the stage of PLC (Product life cycle) affect the pricing strategy of a company? State with examples?

(III): Define the concept of marketing research? Explain in brief the areas of application for marketing research?

(IV): What are the various stages in the Buyer's decision making process?

(V): Identify 3 organizations and state the success or failure of their product line extension strategy?

Q4: Case Study

Marks: 30

Study the case given below and answer the questions given at the end.

Water purification market in India is quite competitive with the dominant player being Eureka Forbes. Zero- B and Kent RO systems are other brands which have been in the market for the past few years. With the advent of Pure-It from the HUL stable more price wars and competitive strategies are in the offing. Company A is a 200 crore conglomerate which is a new entrant in this market. Company A feels that the market for water purifiers is still under penetrated. The results of its market research point out that out of 220 million household's only 8 million households use water purifiers in India. The starting range for water purifier is between 1200 to 1800 rupees.

Company A proposes to launch Aqua, a pocket sized water purifier for Rs 700/- . The product works on a 6V battery and has a led indicator which flashes every 5 seconds to indicate the product is operational. The purification process lasts for about 50 seconds. A battery lasts for about 5000 glasses. The company plans to retail the product at around 5000 outlets initially and has planned an advertising budget of Rs 5 crores.

Taking into account the other brands in the market, formulate a detailed marketing plan for Aqua addressing the following issues:

(I): Specify the Segmentation, target segment and positioning strategy for Aqua?

(II): Identify and justify the packaging, distribution and media strategy for Aqua?