

Code: 17BA2T3

I MBA - II Semester - Regular Examinations – April 2018

**MARKETING MANAGEMENT**

Duration: 3 hours

Max. Marks: 60

**SECTION - A**

**1. Answer the following:**

**5 x 2 = 10 M**

- a) Define Forecasting
- b) Segmenting consumer markets.
- c) Market testing
- d) Promotional mix.
- e) Green marketing.

**SECTION – B**

**Answer the following:**

**5 x 8 = 40 M**

2. a) What is Indian marketing? Explain the marketing environment factors for the Cosmetic industry.

**OR**

b) What is marketing research? Explain the various steps in research process.

3. a) Describe Market segmentation. Explain the conditions precedent to successful market segmentation.

**OR**

b) Explain Targeting. Discuss Targeting as a basis for strategy formulation.

4. a) Define Pricing. Discuss methods of pricing and factors influencing pricing.

OR

b) What do you understand by Product planning? Discuss briefly the problems of introducing new products.

5. a) Describe various factors influencing design of distribution Channels.

OR

b) What is Distribution Management? Explain Channel management decisions.

6. a) Define Stores management. Explain the Nature and significance.

OR

b) Describe the contemporary issues in Marketing.

## **SECTION-C**

### **7. Case Study**

**1x10=10 Marks**

Advertising is an art of making sure the target market receives advertising message and responds in kind. Horlicks has been traditionally targeted at elders. However, about 5 years ago, communication was changed with the introduction of different flavors. The TV commercial had children going around the town, cheering "Epang Opang Jhampang" -a chat without any meaning. However, the TVC showed their mothers deciding on the choice of

health drink. Horlicks competitor Complan promised to make the kids taller. Now, Horlicks has gone a step further in promising not only height but a stronger body and a sharper mind. The new campaign for Horlicks gives the kids a motto: Badlo apne bachpan ka size. The new TVC has Darsheel Safary, the child protagonist of Taare Zameen Par, in the lead. Safary and his friends are on a mission to change things they don't like and question age old practices. Is Horlicks taking kids on a rebellious path? The TVC will be supported by print, radio and on ground activities and extended to Horlicks school programs, Whiz Kids Contest. In the late 2008, a legal battle broke out between Glaxo Smith Kline Consumer Healthcare (GSK) and Heinz India over the advertisements of their respective drinks Horlicks & Complan. The advertisements talked about how their respective brand was better than the other. Glaxo Smith Kline (GSK) has re-launched its Horlicks brand in three new flavors on the Indian market, according to reports in the Indian press. GSK has about 75% market share of Indias health drink market with Boost, Viva and Maltova, according to a report from Press Trust of India.

Questions:

- a) What positioning strategies are adopted by Horlicks?
- b) What alternative positioning strategies would you suggest for the sustained market?