

small sample of customers are contacted randomly and asked to complete a questionnaire regarding the new product and other company products. However, the repeated new product failures are pointing to the need for a more systematic approach to developing new products. The CEO is looking for advice about what the company might be doing wrong and how it might improve its new product development procedures.

Analyse the company's approach to new product development and suggest how the company might improve its new product development process. (8)

5. Write short notes on any two: (7.5x2=15)

- (i) Holistic Marketing concept
- (ii) Determinants of Price
- (iii) Levels of Distribution Channel

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 8375

Unique Paper Code : 61011305

Name of the Paper : Principals of Marketing

Name of the Course : **Bachelor of Management Studies (BMS), 2017 (CBCS)**

Semester : III

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** questions.
  1. (a) "Product Portfolio models are used by firms to design strategies to manage their SBUs." Explain the Boston Consulting Group (BCG) Matrix in the light of above statement. (7)
  - (b) Electric cars seem to form the future of the world. With the buzz on electric cars getting stronger and gaining much support from the government, the Indian auto-  
P.T.O.

industry has given out mixed reaction to electrification. Every car manufacturer is gearing itself to be ready for electrification. However, infrastructure facilities for charging the vehicles are not in very good state. As a marketer, what aspects of marketing environment you consider before the launch of your product? (8)

2. (a) What characteristics of a service pose difficulties in the marketing of services? Using an example of a service provider, suggest strategies that the company uses to overcome these limitations in the marketing of the service. (7)

(b) Vital ltd. is a FMCG organization headquartered at London. It has revenue of 50 million dollars. The company enjoys the largest marketing share in London in its business of bottled water. Now the company wishes to expand its business in Asia. Vital ltd. has come up with flavoured drinking water in the Indian market. a marketing consultant recommend an appropriate segmentation, targeting and positioning strategy. (8)

3. (a) Hair weaving is the addition of hair to the scalp to cover baldness. The hair added can be human as well as synthetic. There are various types of weaving such as fusion, tracking, micro braiding, netting, bonding, lace extensions, etc. Hair weaving gives you fuller hair and enhances your confidence. Weaving is only a temporary treatment. The temporary hair gets damaged and never

grows as they have no roots.

SENZ Ltd. is proposing to open outlets in urban metropolitan cities in India offering hair weaving solutions to both men and women.

Suggest giving reasons, an appropriate promotion mix for SENZ. (8)

- (b) What are the various functions performed by intermediaries. Elaborate giving examples. (7)

4. (a) Giving reasons identify what stage of its Product Life Cycle is a gaming console in the Indian market? Suggest appropriate marketing strategies relevant to the stage. (7)

(b) Newage Creators markets a range of 'lifestyle gadgets' for the middle and upper middle class segments. Products marketed range from innovative home use gadgets to professional gear. The company is always looking for new product ideas, as the essence of keeping sales moving, is novelty and creativity. Not all new products succeed, and management has seen failure of its 5th new product. It feels that the company is not on the right track besides losing profitability. New product ideas come from a core team consisting of the CEO, VP Marketing and the VP Production. The company relies on the judgement of its CEO. Once the product is launched, a