

4255

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- (ii) Branding decisions.
- (iii) Marketing strategies for Cash cow and Question Mark stage of BCG Matrix.

(800)

12/12/19 Marketing  
[This question paper contains 6 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4255

Unique Paper Code : 61011305

Name of the Paper : Principles of Marketing

Name of the Course : **Bachelor of Management Studies (BMS) 2019 (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) Start-ups addressing short-distance transport has taken the mobility space by storm recently, most notably with the rise of bike and scooter firms, according to research firm CB Insights. It said bikes and scooters, which allow people to easily

P.T.O.

move shorter distances, can help commuters access public transport hubs several miles away.

*Bounce* has reached a significant milestone of 60,000 rides per day in Bengaluru, making it the fastest-growing bike-sharing start-up in the world. Within 10 months of launching dockless scooters in Bengaluru, the firm has completed over five million rides, covering 30 million km.

*Bounce's* parent company, *Wicked Ride*, was founded in 2014 by Vivekananda H R, Anil G and Varun Agni. Its app allows the users to pick up a scooter and drop it at any legitimate parking spot. The firm said accessibility and affordability have made it one of the "preferred" modes of transport, both for first- and last-mile connectivity, as well as regular commute. The company has plans to introduce over 50,000 vehicles during the current year.

If you were the marketing head of *Bounce*, how would you analyze the marketing environment before evolving the marketing strategy? (7.5)

battery & warranty -Built in USB Charge (no cable needed). One full charge gives you 5-10 days of working time. The company offers 30 days full refund, 12 months warranty.

Suggest giving reasons, an appropriate promotion mix for SIKKA. (7.5)

(b) Explain with suitable examples the various determinants of price which can be used while deciding the pricing strategy of any product/service. (7.5)

4. (a) What are the various functions performed by intermediaries? Elaborate giving examples. (7.5)

(b) Marketing services is different from marketing goods because of the unique characteristics of services. Explain those unique features of services with an appropriate example for each. (7.5)

5. Write short notes on any **two** : (7.5×2=15)

(i) Procedure of new product development.

- (b) Some firms have started using recyclable packaging materials and products that do not harm the environment. Which marketing orientation do you think have they adopted and why? Give examples in support of your answer. (7.5)
2. (a) Marvel Ice Creams was started by Jayesh in 2000. Starting from a humble beginning he gradually converted his mobile ice cream truck into a permanent roadside location but as sales grew so did the business. He has a franchise network of 50 retail stores in metro cities of India. Now he wants to have a franchisee network of 400 retail stores in all over India. Originally, the company served only soft ice cream cones and milkshakes. But now the product mix needs to be expanded and may include other products such as ice cream cakes, sugar free ice creams, natural ice creams and other ice cream novelties.

Suggest an appropriate segmentation, targeting and positioning strategy that can be used to distinguish Marvel Ice Creams from its competition? (7.5)

- (b) Explain the Concept of Product Life Cycle? What marketing strategies may be used in each stage of the product life cycle? (7.5)
3. (a) SIKA Fitness Tracker is an Activity and Health Tracker with Heart Rate Monitor, Sleep Monitor, Step Counter, Calories Fitness Watch for Women, Men and Kids.

It accurately tracks your daily steps, distance travelled, calories burned, heart rate, blood pressure and activity time. Activity tracker also supports additional more than 10 function. The Health Tracker LED color screen provides a large display that you can see clearly in the sun or in the dark. Activity tracker is water proof for running, swimming, showering, etc. You can receive message notifications and alarms on your wrist so that you never miss things that matter; sedentary alert to remind you to move for refreshment. These functions will be very practical when you are doing workout or work hard and can't focus on your cellphone. It has along-lasting