

This question paper contains 3 pages.

Roll No. _____

Serial No. of Question paper:
Unique Paper Code: 61011305
Name of the Course: Bachelor of Management Studies (CBCS)
Name of the Paper: Principles of Marketing
Semester: III
Duration: 3 hours
Max Marks: 75

Instructions:

1. All Questions Carry Equal Marks
2. Attempt any **FOUR** Questions in all.

SET A

Q.1. Super Sonic Ltd. is a leading firm into the business of residential modular furniture. Modular furniture is a set of furniture items that can be tailored so that they fit in your space. It can be designed in any way that you may like and can be disassembled and assembled as per your needs. Super Sonic Ltd has its stores at high end shopping malls of Delhi and Mumbai. Customers of Super Sonic Ltd can also take furniture on rent across various categories such as beds, sofas, wardrobes, kids' room furniture, entertainment units and dining sets from a selection of over 1,200 products available for a term of 6, 9 or 12 months. Customers who want to buy new furniture and visit the mall belong to elite class. However, for rented furniture the firm has identified a new class of consumers who are participating in the sharing economy, consisting of 22-35 year-old, online-savvy and migrant millennials across the country. As a marketing consultant recommend an appropriate segmentation, targeting and positioning strategy.

Q.2. Explain the concept of Product Life Cycle and its utility for marketers? Discuss the marketing strategies that may be used at the maturity stages of the product life cycle. OTT also known as Over-The-Top platforms are the content providers growing exponentially as more people switch to online channels for entertainment. Most OTT platforms generally offer some content for free and charge a monthly subscription fee for premium content which is generally unavailable elsewhere. With a market size of nearly Rs 500 crore at the end of March 2019, the online video streaming platforms may become a Rs 4000-crore revenue market by the end of 2025, according to reports. At the end of 2019, India had as many as 17 crore OTT platform users. Netflix, Amazon prime video, Hotstar etc. are some of the popular OTT platforms. Giving reasons identify what stage of its Product Life Cycle OTT platforms are in the Indian market.

Q.3. Fabrilure is a well-known and one of the leading furniture brand in Europe. It is known for its high quality office furniture which includes managerial desks, executive desks, conference chairs, and executive chairs. Keeping in mind the market size of India, Fabrilure is planning to open its high end stores, initially in metro cities like Delhi, Mumbai. Discuss key

external environmental factors Fabrilure should consider before entering into Indian market. Also suggest ways in which the organization might respond to the external forces those may act as a barrier to entry.

Q.4. What is meant by level of a distribution channel? What level of distribution channel you would recommend to a company planning to introduce a new brand of Finger Pulse Oxymeter? Finger Pulse Oxymeter is a small, clip-like medical device that measures the level of oxygen in the blood. It can be attached to fingertip, without causing any sort of pain. They are meant for people suffering from ailments, such as Asthma, Chronic Obstructive Pulmonary Disease (COPD) etc. What services do the different intermediary levels perform in this case?

Q.5. What factors should an organization consider while designing its promotion mix? Suggest an appropriate promotional strategy for a company planning to launch TULSI TABLETS. The Tulsi tablet consists of Tulsi extract and Tulsi powder taken from the Tulsi leaf. TULSI is used widely in Ayurvedic and naturopathic medicines-- it helps in treating the common cold, allergic rhinitis, cough and many other respiratory tract diseases. Tulsi also helps in treating cold-related problems such as sneezing and running nose.

Q.6. What characteristics of a service pose difficulties in the marketing of services? Using an example of a company providing home services on demand (including services of electricians, plumbers, carpenters, painters, appliance repairs and the like), suggest strategies that the company may use to overcome these limitations in the marketing of the service.