

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 (LOCF)

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. The FMCG giant DABUR has introduced a product called Honey Tasties – in strawberry and chocolate variants. the product can be added to milk, spread on bread, drizzled on pancakes/waffles, and used to make desserts. It can also be used as a topping in beverages like cold chocolate and cold coffee, besides ice cream. the product is projected as a replacement for sugar, So, there is emphasis on ‘zero added sugar’ in the commercial as well as marketing efforts.

The product is available on grocery stores across India, and is targeted at young moms, who are looking for healthy snacking alternatives for their kids.

What factors should an organization consider while designing its promotion mix? Suggest, giving reasons, an appropriate promotional strategy for Honey Tasties.

Q.2. MANKIND PHARMA has recently launched Gas O Fast --an antacid sachet for relief from the symptoms of gas and acidity like cramps, bloating, flatulence and heartburn. The antacid helps with the effective digestion of protein, carbohydrates and fat in the body and improves digestive function. The antacid is available in Jeera (Cumin), Ajwain (Carom) flavours. Gas O Fast antacid is formulated with ingredients like Salt of Sodium Bicarbonate, Citric Acid and Jeera/Ajwain.

What level of distribution channel you would recommend for Gas O Fast? Give reasons. Also explain what functions can an intermediary perform in this case?

Q.3. Miniso is a Chinese low-cost retailer and variety store chain that specializes in household and consumer goods including cosmetics, stationery, toys, and kitchenware. The company is headquartered in Guangzhou, Guangdong under their Chinese holding company Aiyaya. In 2016, the company's sales revenue reached \$1.5 billion. In March 2019, Miniso began collaboration with Marvel Entertainment to sell its branded products. Miniso has expanded outside of the Chinese market and operates 1,800 stores in Asia, Europe, Oceania, Africa, North America, and South America. While Miniso is a Chinese company, its products are heavily influenced by Japanese design. Miniso's marketing strategy has been compared to Japanese retailers such as Muji and Uniqlo due to similarities in store aesthetics, brand design, and inventory. Because of Miniso's success in expanding its number of retail stores, AllianceBernstein, a global asset management company, called its market strategy a success. Chinese retailer Miniso has tasted immense success after it entered the Indian market in 2017, but still not a very popular brand.

Suggest an appropriate segmentation, targeting and positioning strategy that can be used by Miniso to cater Indian Market?

Q.4. The product life cycle as a managerial tool has been criticised since its introduction as mere theory. One of the sharpest criticisms is that you can tell a product is in growth stage because it is growing, in the declining stage because it is declining, and in maturity stage because it is neither declining nor growing. If these criticisms are valid, then it may be the case that other managerial tools may be more valuable than the PLC concept. Mention and explain in detail the other relevant factors/variables that influence products and markets evolution so that marketers can study and take conscious decisions.

Q.5. Founded in 2018, Noise is the leading Indian connected lifestyle brand that is changing the way India remains connected and building India's largest and most active buoyant lifestyle community. With its remarkable range of best-in-class smart hearables and wearables Noise has also been awarded India's No.1 wearable watch brand in 2020 by IDC Worldwide Wearable Device Tracker. Smart products with the latest features make Noise the right brand for music and fitness needs.

Explain which environmental factor/s could have led to the foundation of Noise? Comment on other environmental factors which may create hurdles or play an important role for Noise in India to have a competitive edge over others.

Q.6. "Services are very different from products. So the marketing concepts need to be revisited while marketing a service. Services can range from financial services provided by the banks, technology services provided by the IT company, food and ambiance as a service provided by restaurants or even a blog where an author provides a service (information presentation, interesting reading etc) to his audience." Explain distinguished characteristics of services which separates services from goods with an appropriate example for each. Also discuss with examples which new service categories have emerged and how in some cases, organizations created creative solutions in existing categories.