

UPC: 61015916

Course: Bachelor of Management Studies (CBCS)

Paper: Fundamentals of Marketing Management (Generic Elective)

Semester: I

Maximum Marks: 75

Instructions for candidates:

- *Answer any 4 questions.*
- *All questions carry equal marks.*

1. Aveda Chemicals, Nagpur based sole propriety unit, has developed a new onion based ayurvedic hair oil. The product is helpful in treating hair damage and hair fall. All formalities including packaging, labelling and branding have been completed. Mr. Abhinav Gambhir, the promoter of the firm, is planning to launch the product in Maharashtra. What basis would Mr. Gambhir consider to segment the market? How would he identify the segment to target? Design a suitable advertising programme for Aveda Chemicals and also suggest suitable sales promotion tools for its product.
2. How does branding benefit consumers and marketers? Explain how individual branding is different from family branding and suggest which of these is adopted by Patanjali and HUL. Also describe giving suitable examples how companies contemplate their brand development.
3. “While conventional marketing seeks profit first and relationships second, holistic marketing aims to build healthy relationships as the foundation for any business”. Explain holistic marketing as a marketing philosophy and briefly describe its constituent. A new Indian airlines company based in Delhi has adopted of holistic marketing and is offering all services related with visa and passport services to help customers plan their travel better. Highlight the benefits of holistic marketing approach to the company.
4. “Product mix is an important marketing decision as it impacts product positioning and sales”. Explain the concept of product mix and the four dimensions of product mix decisions in context of Samsung.
5. Differentiate between price skimming and price penetration strategies. Do you think choice of distribution channel is interrelated with the pricing strategy of the firm? What type of distribution channel and pricing strategy will be most appropriate in the following cases:
 - i. Milk and Ice-cream
 - ii. MRI machines
 - iii. Laptops

6. You are the marketer of a company that has recently started a business of an internet streaming service keeping in view the way teaching learning shifted from offline to online platform during Covid-19. Prepare a marketing mix for your company's offerings so as to attract more and more number of customers.