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5. Write short notes on any **three** : (6×3=18)

- (i) Comparative analysis of Branding decisions of Samsung and Apple.
- (ii) Product mix length, breadth and width.
- (iii) 7 P's of Services Marketing.
- (iv) Holistic Marketing Concept.

(500)

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[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1346

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Unique Paper Code : 2922061203

Name of the Paper : Principles of Marketing

Name of the Course : BMS

Semester : II

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **ALL** questions.

1. (a) Zyppie is a range of electronic scooters planned to be launched by a new startup in the electronic scooters market. They have priced their e- scooters around the price range of 1 lac rupees. What bases of segmentation can the company use and describe how the e-scooters should be positioned? (10)

P.T.O.

- (b) Kobani limited, a milk specialties company, is planning to launch a line of fruit yogurts in different flavours to pander to the changing tastes and need for a quick snack for all age groups. Giving reasons identify what stage of its Product Life Cycle are the fruit yogurts in the Indian market? What strategies can be used in marketing the product at the stage identified? (8)
2. (a) Air purifiers can improve the quality of life by reducing airborne allergens such as pollen and mold spores and capturing bacteria, viruses, and smoke from wildfires and other sources. To qualify as great, however, an air purifier doesn't just need to work well; it also needs to be thoughtfully designed and priced optimally. Hyson Enterprises, a consumer electronics company, has come out with a range of Air Purifiers called 'Purair' which it plans to launch in the Indian Market. Suggest giving reasons, an appropriate Pricing strategy for 'Purair'. (10)

- (b) What is the BCG matrix and what strategies can be developed by marketers using this analysis. Explain with the help of an example. (8)
3. (a) Discuss the functions and roles of wholesalers and retailers in the marketing channel. Select a product category of your choice and evaluate the distribution strategy employed by different intermediaries. (10)
- (b) With increasing complexity in meeting the varying demands of people for goods and services, discuss how the social and cultural environments influence Marketing decisions? (8)
4. Tresshub is a chain of women's beauty and hair salons in India which is also planning to enter into introducing a chain of salons for men too. What factors the organization should consider while designing its promotion mix? Suggest an appropriate promotional strategy for the Tresshub chain of men's salons. (18)