

SET B

Course Name: BMS

Paper Name: Fundamentals of Marketing Management (GE) (Semester I).

UPC: 61015916

SEM : I

Maximum Marks : 75

Year: March, 2022

Note: Attempt *ANY* four Questions..**All Questions carry equal marks**

Q1. Lenskart, the Indian optical prescription eyewear retail chain, has launched **Aqualens** – a new contact lens brand. It includes a top-quality lens and a varied product range at an attractive price range. What elements of the promotion mix will you adopt for the brand promotion of Aqualens. Create a detailed Promotion mix for the same.

Q2. Colgate offers the following types of toothpastes in its product portfolio.

- Colgate<sup>®</sup> Diabetics.
- Colgate<sup>®</sup> Total<sup>®</sup>
- Colgate<sup>®</sup> Sensitive Original.
- Colgate<sup>®</sup> Strong Teeth.
- Colgate<sup>®</sup> Visible White.
- Colgate<sup>®</sup> Visible White Instant.
- Colgate<sup>®</sup> Gum Expert.

Based on the portfolio of colgate, identify the various segments targeted by Colgate for the toothpaste brand. Based on the knowledge of Colgate, identify on what parameters can the toothpaste market in India be segmented.

Q3. In 1996, Hewlett-Packard (HP) began drastically cutting prices on its printers, by as much as 60 percent in some cases. HP could afford to make these cuts because customers typically spend twice as much on replacement ink cartridges, toner, and specialty paper as on the printer over the life of the product, and inkjet supplies typically carry 45 percent to 60 percent profit margins. As the price of printers dropped, printer sales rose, and so did aftermarket sales. HP now owns about 46 percent of the worldwide printer business, a share that accounted for 32 percent of HP's \$13.4 billion profit in 2008. Explain the pricing strategy used by Hewlett Packard. What other pricing strategies can be adopted by Hewlett Packard. Suggest and Explain.

Consumers are generally price conscious. It is dilemma whether to increase price or not as high price may result low demand and low price may result in low profit. Discuss how companies can manage this dilemma.

Q4. Explain the concept of service marketing and how it is different from marketing of products. In order to provide the best support, a manufacturer must identify the services customers value most and their relative importance. Identify and explain the services for following products:  
Expensive Car, Medical device.

What different service strategies for the product companies can use? Explain in reference to customer imperative.

Q5. NEC's (Japan) has a product mix that consists of communication products and computer products. Michelin has three product lines: tires, maps, and restaurant-rating services. At Northwestern University, separate academic deans oversee the schools of medicine, law, business, engineering, music, speech, journalism, and liberal arts among others. Explain the concept of width, length, depth, and consistency in a product mix.

With changing time, the product lines are pruned and modernized. What is the benefit of such strategies to both consumers and to the organization.

What are the motives of the above listed companies when they implement Line filing strategy. Are there any drawbacks that these companies may have to manage. Discuss. .

Q6. Write short notes on ANY THREE:

- a. Marketing Strategies for Product
- b. Public Relations & Publicity
- c. Holistic Marketing Concept
- d. Packaging & Labeling.