[This question paper contains 4 printed pages.]

Your Roll No.............

Sr. No. of Question Paper : 1598 L

Unique Paper Code : 2922061203

Name of the Paper : Principles of Marketing

Name of the Course : **BMS (NEP)**

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 **FIVE** questions in all.
3. **All** questions carry equal marks.
4. All sub-parts of a question must be attempted together.

1. TechMate is an Indian smartphone brand that launched two phones. The TechMate Pro is a premium phone launched at ₹80,000, targeting tech enthusiasts. The price will be gradually reduced after early demand is met. The TechMate Lite is a budget phone launched at just ₹6,999 to quickly attract a large number of buyers and compete with established brands.

   During the festive season, TechMate offered ₹4,000 instant cashback on the Pro model for the first 48 hours, and a 10% discount for students with a valid college ID on the Lite model.

   Questions :

   (a) Identify the pricing strategy used for (a) TechMate Pro and (b) TechMate Lite. Compare and contrast the strategy and give reasons why each strategy was chosen. (6)

   (b) Identify the type of discount offered in each festive offer and state benefits of each to the company. (6)

(c) Explain the reasons for and challenges of initiating a price cut and price increase. (6)

2. A new automotive startup is planning to launch "Roadies", a compact electric SUV aimed at the evolving personal mobility needs of Indian consumers. The company intends to cater to young families, professionals, and aspirational buyers in semi-urban and urban India who seek a vehicle that combines daily commuting convenience with occasional lifestyle and utility needs, such as weekend travel, inter-city trips, and carrying moderate luggage.

The Roadies SUV is priced at approximately ₹14-16 lakh, positioning it as an accessible premium option for first-time SUV buyers and those upgrading from hatchbacks or sedans. It offers a driving range of 350 km per charge, fast-charging capability, and running costs of approximately ₹1-1.5 per km, significantly lower than petrol SUVs costing ₹6-8 per km. The vehicle includes features such as advanced safety systems, infotainment integration, high ground clearance for Indian roads, and spacious interiors, making it suitable for both city driving and occasional long-distance travel.

Designed for ease of use, the SUV features automatic transmission, smart connectivity, and driver-assist technologies, making it attractive to tech-sawy consumers. With increasing fuel prices, environmental awareness, and government incentives under EV policies, the company sees strong potential for growth in the compact SUV segment, particularly among consumers seeking a blend of status, sustainability, and practicality.

Questions :

(a) Identify and explain the most relevant bases of segmentation the company should use to divide the consumer market for Roadies electric SUV, providing suitable examples for each basis. Suggest a market targeting strategy that should be used by Roadies. What will be a suitable positioning statement, and a discussion of how the brand can differentiate itself from existing alternatives available to individual buyers. (9)

(b) Given that Roadies is a new entrant in a competitive market with an unfamiliar brand name, which promotional objective should the company prioritise at this stage. Justify your answer. Describe the key elements of the promotion mix that the company should use to market the Roadies electric SUV, and recommend a suitable promotional strategy (push vs pull). (9)

3. (a) Explain the concept of the product life cycle (PLC) and its significance for marketing decision-making. How can you apply the PLC concept to solar panels. Discuss appropriate marketing strategies for each stage of the cycle. (9)

(b) You are the CEO of Salads and Soups a chain of restaurants contemplating entering the Indian market with initial restaurant to be set up in Metro cities. Analyse the impact of demographic, economic, and socio-cultural factors on the marketing strategies of your fast-food chain. (9)

4. HDFC Bank is India's largest private sector bank by market capitalisation (₹12+ lakh crore).

HDFC Bank lays emphasis on branch ambience, relationship manager interactions, and digital calculators on its website. Aware that loan approval experience varies by branch manager, city, and time, HDFC Bank standardises processes through its 'EKYC' digital onboarding and credit scoring but branch-level variation remains significant. An empty branch seat at 2 PM on a Tuesday is revenue lost. HDFC Bank manages demand via appointment banking, extended Saturday hours, and phone banking. Such challenges need to be managed in banking operations.

Questions :

(a) Using specific evidence from the HDFC Bank section of the case, explain how all four unique characteristics of services manifest in HDFC Bank's operations. For each characteristic, recommend ONE specific marketing strategy HDFC Bank should deploy to overcome the associated challenge. (9)

(b) Apply the full 7Ps framework to HDFC Bank. Based on the case evidence, identify the TWO weakest Ps and design a specific action plan for each to restore consumer confidence. (9)

5. Hindustan Unilever Limited (HUL) is India's largest FMCG company, operating since 1933 with revenues exceeding ₹60,000 crore (FY2024). Its portfolio spans Home Care, Beauty and Personal Care, Foods, and Health and Nutrition, with presence in over 9 million retail outlets across the country.

The approximate market data for HUL's key product lines is given below :

Product	Market Share	Category Growth (YoY)
Surf Excel	~55% (premium laundry)	~12%
Lifebuoy	~18% (soaps)	~4%
Dove	~14% (premium personal care) -	~18%
Horlicks	~46% (health food drinks)	~2-3%
Kwality Wall's -	~8% (ice cream)	~20%
Pureit	~6% (water purifiers)	~15%

Questions :

(a) Explain the concept of BCG matrix. What are its limitations? (9)

(b) Using the data provided, classify HUL's six product lines into appropriate quadrants of the BCG Matrix. For each classification, recommend a specific resource- allocation strategy HUL should adopt. (9)

6. Write comprehensive notes on the following with suitable examples :

(a) Factors influencing the channel decision

(b) Product mix pricing

(c) Packaging and labeling (3×6)