

[Time: 03.00 Hrs]

[Marks:75]

Please check whether you have got the right question paper.

N.B:

1. Q.1 is compulsory and carries 20 Marks.
2. Q. 8 is compulsory and carries 15 Marks.
3. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7. Each of these questions carry 10 Marks.
4. Figures to the right indicate full marks.

Q.1 (A) Read the case study carefully and answer the following questions: (20)

Case Study:

Suraj Sharma grew up in a very traditional north Indian family where taking medicines for petty problems were frowned upon. Elders felt that minor ailments could be cured by appropriate precaution and diet control. Suraj particularly remembered how he was chided for wanting to eat ice cream when he had a sore throat. He was not only denied his favorite ice cream but was also given a dose of ginger juice to get over the sore throat.

Suraj majored in commerce and rounded it off by doing an MBA in marketing from USA. He returned to India and bought out "Cool Ice Cream Pvt Ltd" a company known as a manufacturer of the finest ice cream in India with an All India distribution and very strong Brand Image.

Suraj was visiting his elder sister who stayed in another town when his throat became infected. Out of his old habit, he gave up ice cream and asked his sister for some ginger juice. His sister, out of sympathy for the dear brother mixed some ginger juice in a bowl of ice cream and Suraj ate the innovative product with great delight. The entrepreneur in Suraj told him that this was an excellent marketable product and shortly after returning to his company, Suraj instructed his R & D centre at cool ice cream to develop ginger-based ice cream. The product was developed and named Adrak Ice Cream and was tested in the market, the concept of an ice cream with ginger, which would protect the throat of those who relished ice cream, was well received in the market. Suraj soon called a conference of various departmental heads to work out pricing for Adrak Ice Cream. The general manager finance wanted the price to be cost of the product plus 100% profit. The R & D head supported his vehemently. He added that the product would be copied very soon and cool ice cream would lose the initial advantage and investment for developing the product. The sales team advocated a low price to introduce the product so that the product could gain wide acceptance and penetration in the market. It could get the first mover advantage and win the war of the test buds. This could create a loyal franchise which would be difficult to dislodge by late competitors. The manufacturing manager was not willing to compromise the quality to cut price/cost he insisted that cool ice cream must maintain its fair brand

image at all costs. The purchase manager pointed out to the difficulties of buying and keeping stock of an agricultural product like ginger. He added that this could add to the costs.

Questions:

- As a marketing consultant what factor would you consider to determine the price for Adrak ice cream?
- From the marketing logic point of view what pros and cons would you consider prior to giving your views on the pricing?
- What alternate strategies would you suggest as the marketing consultant?
- What pricing and distribution strategy would you finally recommend for an all India rollout?

Q.2 Attempt any Two of the following: (10)

- Explain the 5C's of marketing analysis with examples.
- Define marketing strategy and differentiate between strategy and tactics.
- What is New Product Development (NPD)? Discuss mistakes done in NPD Plans.

Q.3 Attempt any Two of the following: (10)

- Explain the concept of SWOT & PARTS Framework.
- Discuss the importance of segmentation, targeting, and positioning in creating an effective marketing strategy.
- Write a note on Diffusion in Innovation.

Q.4 Attempt any Two of the following: (10)

- What is Market Intelligence? Explain the Marketing Metrics.
- Discuss Hierarchy of Effects Model.
- What is product line? Explain Product and service strategies.

Q.5 Attempt any Two of the following: (10)

- Explain the meaning of product and brand policy.
- What is Packaging? Explain Importance of packaging.
- What is Brand culture? Discuss any 4 criteria for choosing brand culture.

Q.6 Attempt any Two of the following: (10)

- What is marketing plan? Explain its features.
- Explain various pricing strategies in detail.

(c) What factors affect Channel selection strategy?

Q.7 Write Short note on any Two of the following: (10)

- (a) What are the strategies available for PLC?
- (b) Write a note on types of Retailer.
- (c) Discuss methods to resolve channel conflicts.

Q.8 Attempt any Three of the following: (15)

- (a) Developing New Products: The Lead User Strategy
- (b) Mix of product breadth
- (c) Supply Chain Metrics.
- (d) SWOT analysis in product development.