

ADITYA ENGINEERING COLLEGE (A)

MBA II Semester End Examinations (Regular), APR 2018

MARKETING MANAGEMENT

Time: 3 hours

Max. Marks: 60

PART – A Answer any FOUR questions

PART – B Compulsory

All Questions Carry Equal Marks

All parts of the questions must be answered at one place only

PART – A

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|---|---|---|-----|-------|
| 1 | a | Define Marketing and Core Concepts of Marketing? | CO1 | [8M] |
| | b | Write about Societal Marketing? | CO1 | [4M] |
| 2 | | What is Market segmentation and suggest suitable basis to segment markets for the following products?
a) Toilet Soaps
b) Washing machines | CO2 | [12M] |
| 3 | | Define Pricing? Explain pricing methods with examples? | CO3 | [12M] |
| 4 | a | Define communication mix and explain advertising? | CO4 | [6M] |
| | b | Explain about publicity and public relations with suitable examples? | CO4 | [6M] |
| 5 | a | Write about strategic control? | CO5 | [4M] |
| | b | Draw a neat diagram of organizing of Marketing Departments and explain briefly? | CO5 | [8M] |
| 6 | | How does Indian marketing environment inculcating business? Discuss briefly. | CO1 | [12M] |
| 7 | | How does Marketing mix involving for marketing? Explain with suitable examples? | CO1 | [12M] |

(P.T.O)

PART - B

8 CASE STUDY

[12M]

Advertising is an art of making sure the target market receives advertising message and responds in kind. Horlicks has been traditionally targeted at elders. However, about 5 years ago, communication was changed with the introduction of different flavors. The TV commercial had children going around the town, cheering "Epang Opang Jhapang"-a chat without any meaning. However, the TVC showed their mothers deciding on the choice of health drink. Horlicks competitor Complan promised to make the kids taller. Now, Horlicks has gone a step further in promising not only height but a stronger body and a sharper mind. The new campaign for Horlicks gives the kids a motto: Badlo apne bachpan ka size. The new TVC has Darsheel Safary, the child protagonist of Taare Zameen Par, in the lead. Safary and his friends are on a mission to change things they dont like and question age old practices. Is Horlicks taking kids on a rebellious path? The TVC will be supported by print, radio and on ground activities and extended to Horlicks school programs, Whiz Kids Contest. In the late 2008, a legal battle broke out between Glaxo Smith Kline Consumer Healthcare (GSK) and Heinz India over the advertisements of their respective drinks Horlicks & Complan. The advertisements talked about how their respective brand was better than the other. Glaxo Smith Kline (GSK) has re-launched its Horlicks brand in three new flavors on the Indian market, according to reports in the Indian press. GSK has about 75% market share of Indias health drink market with Boost, Viva and Maltova, according to a report from Press Trust of India.

a What positioning strategies are adopted by Horlicks?

[6M]

b What alternative positioning strategies would you suggest for the sustained market share

[6M]
