

**K. J. Somaiya Institute Of Management Studies And Research, Vidyavihar,  
Mumbai- 400077**

**Program: PGDM - HCM**  
**Course: Fundamentals of Marketing**  
**Trimester-1**  
**(End Term Examination)**

**Maximum Marks: 50**

**Duration: 3 hours**

**Date: 28<sup>th</sup> Sept 2018**

**Instructions**

- 1. Question 1 is compulsory.**
- 2. Attempt any TWO from rest of the questions.**

**Question 1. Analyze the case study “Should Ranbaxy Launch an Energy Candy in India” and answer the following questions: (30 Marks)**

- Should Ranbaxy launch a brand extension of Revital or develop a completely new brand of energy Candy?
- What should be the segmentation, targeting for this energy candy?
- Devise a suitable positioning and promotion mix for this energy candy?

**Question 2. Identify the stage in Product Life Cycle and suggest suitable marketing-mix decisions for the following brands in India (ANY ONE): (10Marks)**

- Head and Shoulders Shampoo from P&G.
- Sensodyne from Glaxo Smithkline.
- Complan powdered milk energy drinks by Heinz.

**Question 3. Allergan, a pharmaceutical company is introducing botox in Indian market. They work by blocking the nerves that contract muscles, softening the appearance of wrinkles. Botox is most effective on wrinkles that haven't quite set -- “dynamic” wrinkles that appear while you're moving your face, such as when you frown. Botox makes you look younger.**

Side effects like headaches, bruising, pain at the site of injection are possible in fewer than 1% of cases.

**Describe two distinct consumer profiles for the product. (10Marks)**

**Question 4 (ANY ONE): (10 Marks)**

- Coca-Cola is considering entering the snack food market, with a range of chips, popcorn, and crackers to be marketed under a new brand called ‘Titanic’, using the slogan – ‘really big on taste’.
- A fitness center decides to add a ‘super-advanced’ aerobics class for its very fit customers.
- A successful airline starts a budget priced airline to better compete against price-based competitors.

Start by classifying the above examples into one of the following categories Line extensions, Brand extensions, Multi-brands and New brands. Discuss the appropriateness/rationale of each decision.

**Question 5 Write Short Note on any ONE of the following:**

1. Rational Vs Emotional Appeals in advertising
2. Focus Group Discussion
3. Needs, Wants and Demands

-----End of Paper-----

**All the Best!!!**