

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program:P.G.D.M - A/B/IB/RM/COMM, II Tri (Batch 2017-19)

**Subject: MARKETING MANAGEMENT -II
(End-Term Examination)**

Date of Exam : 29/12/2017

Time: 3 Hours

Marks: 50

Notes:

- 1. Attempt ANY TWO QUESTIONS from Question 1 to Question 4**
- 2. Questions 5 & 6 are COMPULSORY.**
- 3. Make suitable assumptions if required and state them.**
- 4. Supplement your answers with suitable theory and examples where necessary.**

Question 1 (10M)

What are the different Pricing objectives which companies use to fix the price for their offerings? Why would a manufacturer offer a rebate instead of lowering the suggested Price? Which of the Pricing objectives would be appropriate for each of the following products and why? **(ANY TWO)**

- a) A new type of home lawn-sprinkler system
- b) A skin patch drug to help smokers quit
- c) A new Children's Toy

Question 2 (10M)

Park Avenue is a cash cow in the portfolio of JK Helene Curtis which owns the prestigious apparel brands like Raymonds, Color Plus, Parx etc. This brand has contributed half of the turnover of the apparel business of the company.

Later the company decided to extend the brands to categories within the men's grooming market. According to Business Standard, men's grooming market is worth Rs 4000 crore growing at 25-30 % per annum. In September 2013, Park Avenue launched Park Avenue Beer shampoo in the Indian market.

Anil Kulkarni, business director, JK Helene Curtis, the Raymond Group company that markets Park Avenue's beer shampoo, explains, "Beer shampoo is an irreverent¹ product. It takes a risk-taking attitude to move out of your 'family shampoo' and choose a specific product such as this. Our research showed that while a lot of young men - (and women!) - want to use beer shampoo; they're a bit apprehensive about how their family or friends will react to the decision. Therefore, it was critical for us to address this apprehension and message was unclear to the target audience".

Create an Integrated Marketing Communication plan for Indian Market for Park Avenue Beer Shampoo.

QUESTION 3. (10M)

In branding decisions, two options are: Use the same brand name for all products e.g., Sony; or use different brand names for each product variant, e.g., P&G. What are the reasons for adopting each approach? Substantiate.

QUESTION 4. (10 Marks)

It is a common sight all around us to see people spitting on the road - unconcerned of other people. Spitting is bad and can cause problem to other people if they put their feet on it. 'Disgusting' is not the only reason why one should stop spitting in public. It's also infectious. Doctors describe it as one of the most unhygienic human habits that spreads air-borne diseases like tuberculosis (TB), pneumonia, influenza, swine flu and H1N1.

In India, many people (including the educated and the elite) habitually eat betel nuts/ tobacco/ gutkha / pan masala. They keep on chewing this and then are forced to spit it out. They sit near the windows in buses, local trains, public spaces, spit out of autos, cabs and luxury vehicles - never ever caring for people walking on the roads while spitting. Successive governments have erected so many boards in public places warning not to spit, but they don't really care about the boards, spit near to it – and impudently even on

it.

Clearly, mere signboards are not enough and our government should do something more to bring an awareness and a behavioural change among these kind of people.

Occasionally the government, social organizations and even movies like 'Lage Raho Munnabhai' try to discourage people from this act. However, in spite of these, it continues to be practiced. We as citizens are a witness to this every day. Lifebuoy, India's largest selling soap brand, has taken a pioneering step in enhancing awareness about health, hygiene and cleanliness in India, by commissioning a pan-India city cleanliness survey - the 'Lifebuoy Swasthya Chetna City Meter' in which Chandigarh emerged as the clear winner.

As a communications expert appointed by the Government, you have to chalk out an effective communication strategy to convey the message for bringing a solution to this issue. The communication should also provide indicators as to how to deal with the offenders and also suitably reward the citizens who help in this endeavor. You are also expected to craft an effective message, Identify media vehicles for conveying this message and the approximate budget to bring about this behavioural change.

Questions 5. Write Short Notes on **ANY TWO** of the following: **(10M)**

- a. Distinctive Characteristics of Services
- b. Pricing and Consumer Psychology
- c. AIDA Model & Hierarchy of Effects Model
- d. Channel Intermediaries
- e. Different type of Retailers & the Level of Services offered by Retailers

Question 6. Analyze the case - “Godrej Security Solutions Ltd: Moving Consumers to Action”: (5 + 5 + 10 = 20 M)

1. Analyze the reasons for the change in message strategy from "Trouble doesn't come announced" (campaign one) to "Fearless in the face of challenge" (campaign two).
2. Based on the exhibits: - a) Analyze the impact created by the two campaigns, b) Identify what challenges should GSS now address.
3. Based on the challenges identified by you, should the company change its campaign theme going forward? Craft out the next message strategy that GSS should now communicate?

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