

**MFM – 2017 – 20 Batch – Marketing Management – II Semester Exam**

**K.J. Somaiya Institute of Management Studies & Research**  
**Course : MFM – II Semester Exam**  
**Sub : Marketing Management**

**Date of Exam : 11/04/2018**  
**50**

**Time : 3 Hours**

**Marks :**

**Instructions : Quality but not Quantity will fetch you more marks**

**I. Attempt Any 3 out of the following Descriptive Questions (30 Marks)**

1. M&M is relaunching their failed compact SUV Quanto by drastically improvising on its FAB. The car is priced at 7.5 lakhs. They are planning to relaunch it in a phased manner pan India. Design the following for the same
  - (i) Brand Name
  - (ii) Product Positioning
  - (iii) Demographic Profile
  - (iv) Consumer Profiling
  - (v) Brand Positioning Statement (Punch Line)
2. Patanjali Foods Pvt. Ltd. Is based at Haridwar at 150 acre manufacturing complex. This brand is promoted by the famous yoga guru Baba Ramdev. The company is investing Rs. 1000 crores to increase its production base by setting up more plants in different states in India. Design an E – Commerce platform (Zero Level Channel) and try to identify the possible bottle necks that the brand would face while it jumps on the E – Commerce band – wagon.
3. Cadbury’s India Ltd. has now been acquired by Mondelez Corporation Inc. (the parent company of Kraft Foods). Cadbury’s flagship brand is Bournvita. Recently Bournvita launched a new variant as a part of its brand extension “Bournvita Badam Punch”. Imagine you are a part of Horizons Consulting, the leading marketing consultancy for FMCG brands in India. Discuss on the following :
  - (i) Justification to make this Brand Extension successful in the market place
  - (ii) Develop a Marketing Plan
  - (iii) Action Plan if the brand extension fails
4. Franklin Templeton India Ltd. is a subsidiary of Franklin Templeton Inc., the oldest and reputed Mutual Fund Company in the world. Mutual Funds are not a preferred medium of investment in India, because most of the financial planning is done by Chartered Accountants (who also are proxy sales people) and the sales teams of the companies. Mutual Funds give only 2 percent commission to the channel partners, whereas insurance products give 35 percent commissions to the channel members. Franklin Templeton invests in G – Secs and gives a high rate of yield on maturity of Mutual Funds. However, they are grappling for survival. Design the following strategies for the success of this brand in India
  - (i) Prepare a 6 month IMC plan with the Traditional Tools
  - (ii) Prepare a Social Media strategy by selecting any 2 deliverable platforms

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for this brand

(iii) Do you think e – mail blasts for the exact prospects give any results.  
Substantiate your views

(iv) Prepare an Annual Budget Plan for IMC implementation

**II. Attempt any FOUR out of the following concept questions (not exceeding more than 5 lines) (4 X 5 = 20)**

1. Break - Even Pricing with suitable examples
2. Logistics Management
3. Production Concept
4. Green Marketing
5. PLC concept for Financial Services
6. Difference between Selling & Marketing

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