

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
Vidyavihar, Mumbai- 400077

Program: MHRDM (Batch 2018-21), Semester-II
Subject: Marketing Management
(End Term Examination)

Maximum Marks: 50
Duration: 3 Hours

Date: 10th April; 2019

Instructions

1. Attempt any **FIVE** from Question no. 1 to Question no. 6
2. State relevant examples wherever applicable

QUESTION 1
Marks)

(10

Briefly discuss the concept of positioning. Explain the current positioning of the following and suggest how repositioning can enhance the brand. (**Any One**)

- A) Flipkart.com
- B) Bisleri – Mineral Water

QUESTION 2

Write Short Note on Any Two of the following:
Marks)

(10

- A) Levels of Distribution channel
- B) Porter's Five Forces Model
- C) Needs, Wants and Demands
- D) BCG (Boston Consulting Group) Matrix

QUESTION 3

(10 Marks)

Explain Any One of the following with suitable examples

- A) Promotional pricing tactics
- B) Mobile Marketing
- C) PESTEL / Macro environmental factors

QUESTION 4

(10

Marks)

PepsiCo launched Kurkure 15 years ago and has retained a dominant market share for the brand despite intense competition from both organized and unorganized players. In this period the brand also encountered some challenges including allegations that the snack was unhealthy. The need was to carve out a space as a competitor to namkeen and capture the market faster than potato chips. Initially the challenge was to differentiate the product in a market where potato chips at Rs. 300/kg were also a significant premium to the namkeens, the traditional Indian salty snack, at Rs. 100/kg.

Unlike potato chips or namkeens, Kurkure offered a different and compelling taste experience thanks to the different technology used to make it. The marketing team was angling for a space between the traditional salty snack and the more western potato wafer, many local competitors were mushrooming. Significant among them were Balaji Foods, Haldiram's and Bikaner. The number of local players rose from 1,378 to 2,863 and PepsiCo lost two to three per cent market share.

Question:

Kurkure is seen as an alternative to 'namkeen'-the traditional Indian snack. Devise a communication strategy for increasing occasion and reasons for usage.

QUESTION 5

(10 Marks)

Explain the marketing criteria to be used for selection of a brand name. Based on these criteria suggest a suitable brand name for the following Products and Services. (**Any One**):

- A) Diet Juice
- B) Pen

QUESTION 6

(10

Marks)

Identify POP's & POD's with respect to the industry and the competition for **Any One** of the following:

- A) All: The Plus Size Apparel Store
- B) Horlicks

OR

Identify the stage in Product Life Cycle and suggest suitable marketing-mix decisions for the following brands in India (**Any One**):

- A) Sensodyne from Glaxo Smithkline
- B) Starbucks Joint Venture with TATA

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