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| Trim: June – Sep 24 | | |
| Maximum Marks: 50 | Examination: ETE Exam | Date: 8th November 2024 |
| Duration: 2 hours | | |
| Programme code: 06 | Class: FY | Semester/Trimester: I |
| Programme: MBA Healthcare Management | | |
| College: K. J. Somaiya Institute of Management | | Name of the department/Section/Center: Marketing and International Business |
| Course Code: 317P06C105 | | Name of the Course: Fundamentals of Marketing |
| Instructions: 1. Question 1 is Compulsory. 2. Attempt any three Questions from Q2 to Q5. | | |

| Question No. | | Max. Marks |
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| Q1. | <p>Johnson & Johnson acquired NEUTROGENA[®] and developed the company into a global megabrand. Founded in 1930 as a specialty cosmetics company called Natone, NEUTROGENA[®] was built upon a genuine passion for designing simple yet extraordinary products, including its signature hypoallergenic amber soap, called NEUTROGENA[®]. The soap's literal transparency reflected the company's guiding principle.</p> <p>Neutrogena today is a specialty cosmetics company, it has built an extensive brand portfolio of skincare products. It has Neutrogena visible repair -an anti-wrinkle cream & moisturizer, Neutrogena Deep Clean face wash, Neutrogena Ultra sheer sun block. Neutrogena[®] brand to educate and encourage everyday healthy habits and address skincare concerns. They launched a documentary entitled "In The Sun" that informs consumers about the potential risk of sun exposure. Starting in 2021, Neutrogena[®] in Asia Pacific is upgrading one of our largest ranges: Deep Clean[®] Foaming Cleansers into new packaging made with 15% less plastic, allowing us to save over 23 tones of plastic annual across Asia Pacific.</p> <p>Neutrogena is competing in the Indian skincare industry that has grown steadily. The skincare market in India was valued at \$2.6 billion in 2021. The market is projected to grow at a CAGR of more than 10% during the forecast period. Affordability is the main driver for skincare brands' appeal," says retail analyst "Combined with effective and high-quality ingredients, drugstore skincare has become increasingly popular in the past year."</p> <p>Driven by rising disposable income, increased awareness of skincare routines, and a shift toward premium & natural products. Indian consumers are inclined towards Ayurvedic ingredients and formulations. With evolving consumer preferences, an expanding urban population, and a heightened focus on wellness & self-care, the projected value indicates a more accelerated and dynamic growth trajectory for the skincare industry.</p> | 20 Marks |
| Q1. (i) | Identify the various attractive Indian consumer segments for Neutrogena? Who should be the target consumer segment for Neutrogena ? | 10 |
| Q1.(ii) | Develop a positioning strategy for Neutrogena. Explain with help of perceptual map. | 10 |
| Q2. | Identify the stage in Product Life Cycle and suggest suitable marketing mix strategy to be leader in the category for the following brands in India (ANY ONE): (10Marks) | 10 |
| Q2(i) | Philips Air Purifier | |
| Q2 (ii) | Head Space Meditation app | |
| Q2(iii) | Ammonia free Godrej Hair Colour | |
| Q3. | What type of distribution channel strategy would be relevant for following product/service offering and why (Any One): | 10 |

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| Q3.(i) | Vicks cough drops | |
| Q3.(ii) | Whirlpool Dishwasher | |
| Q4 | "The right price attracts the right customers, build trust and differentiates you from competitors". Explain with suitable examples. | 10 |
| Q5 | Write Short Note (Any One) | 10 |
| Q5.(i) | Vertical Marketing Channels | |
| Q5(ii) | Point of Parity and Point of Differentiation | |
| Q5(iii) | Five product levels of customer value hierarchy | |