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Your Roll No.....

Sr. No. of Question Paper : 6450

Unique Paper Code : 61011305

Name of the Paper : Principles of Marketing

Name of the Course : Bachelor of Management
Studies (BMS), 2022
(LOCF)

Semester : III

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This paper contains 5 questions. Attempt ALL questions.
3. All questions carry equal marks.

1. Home Centre is a part of the Lifestyle chain of stores in India. Home Centre by Lifestyle sells furniture, furnishings, kitchen and bath accessories and home

P.T.O.

decorative. As a newly appointed manager of Home Centre, you are contemplating a change in the pricing strategy of your products. What factors would you need to consider in the following choices/situations?

(5×3=15)

- (a) initiating a price cut
 - (b) initiating a price increase
 - (c) a negative reaction from buyers to a price change by your company,
 - (d) a competitor's response to your price change, and
 - (e) your response to a competitor's price change.
2. As a student of marketing a friend has approached you for advise. His family has been into retailing locally manufactured smart casual clothing. The shop was established in 2000 and has been reasonably successful. College students are its prime target market. The family has one shop located in the North Campus area of the University of Delhi. In recent years it has faced stiff competition from affordable branded clothing and online shopping has further reduced footfalls. Answer the following question based on the information.

- (a) What factors will be considered while deciding the promotion mix? Design a promotion mix for the launch of their new range of winter wear. (8)
- (b) What philosophy of marketing/marketing concept should guide their marketing efforts and why? (7)

OR

- (a) Taking an example of a travel and tour operator explains the challenges the marketers face in marketing of services. What strategies are usually adopted to overcome the challenges? (8)
- (b) A consumer durable company finds that sales in its product line of music systems is smaller and less profitable than those of the competing stores in the similar product line. Its growth rate has been below the industry average during the past five years. The market is reaching maturity. Using the BCG matrix, suggest the strategies that the firm might pursue for this product line? (7)
3. Consider a company such as Priya Village Roadshow Ltd (PVR Cinemas)- a movie theatre chain in India, and answer the questions that follow :

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(a) What are the factors that affect the firm's marketing environment? Identify the major environmental trends that are likely to create opportunities and ones that will present threats to this company in the decade ahead. (8)

(b) Profile the segment their theatres target. What targeting strategy is adopted by PVR? (7)

4. Read the given extract carefully and answer the questions that follow :

The automotive industry in India is the fourth-largest in the world as per 2021 statistics. As per the statistics Maruti Suzuki had the leading share in the passenger car market across India in fiscal year 2022 with nearly 42 percent. The top three players- Maruti, Hyundai and Tata motors held approximately 75 percent of the market share. This was predominantly due to brand loyalty and new launches.

Maruti, a lead player in the industry has in total 16 car models. Each car model has variants from basic model to a fully loaded model. Maruti car price starts at Rs. 3.39 Lakh for the cheapest model which is Alto 800 and the price of most expensive model, which is XL6 starts at Rs. 11.29 Lakh. Maruti offers 16 car models in India, including 2 cars in SUV category, 1

car in Sedan category, 8 cars in Hatchback category, 1 car in Compact SUV category, 1 car in Compact Sedan category, 2 cars in MUV category, 1 car in Minivan category. Maruti has 2 upcoming cars in India, Baleno Coupe SUV and Jimny. The top 5 popular Maruti Cars are; Maruti Suzuki Grand Vitara, Maruti Suzuki Swift, Maruti Suzuki Brezza, Maruti Suzuki Baleno and Maruti Suzuki Wagon R. Other cars are Maruti Suzuki Alto K10, Maruti Suzuki Dzire, Maruti Suzuki Ertiga, Maruti Suzuki Celerio, Maruti Suzuki Ignis, Maruti Suzuki Eeco, Maruti Suzuki XL6, Maruti Suzuki Ciaz, Maruti Suzuki S-Presso, Maruti Suzuki S-Cross and Maruti Suzuki Alto 800.

- (a) Identify the branding strategy adopted by Maruti Suzuki. What opportunities and challenges does this strategy raise for manufacturers, dealers, and consumers? (8)
- (b) In a fiercely competitive passenger car market explain how can marketers apply the knowledge of different levels of product to define and differentiate their product (passenger car) offering. (7)
5. (a) Do you think that the product life-cycle concept is a useful marketing- planning tool? Why or why not? Explain through an example(s). (8)

P.T.O.

(b) Most manufacturers are today setting up their own E stores. Consumers today can buy, from the online stores or through apps of the company, from the comfort of their homes. ITC estore and Godrej estore are examples of the same.

What have been the functions traditionally performed by retailers?

How has the growth of online direct to consumer channels changed the role of retailers? How will the retailers need to change to meet the threat from marketers selling directly to customers?

(7)

(800)