

This question paper contains 3 pages.

Roll No. _____

Serial No. of Question paper:
Unique Paper Code: 61011305
Name of the Course: Bachelor of Management Studies (CBCS)
Name of the Paper: Principles of Marketing (OC)
Semester: III
Duration: 3 hours
Max Marks: 75

Instructions:

1. All Questions Carry Equal Marks
2. Attempt any **FOUR** Questions in all.

SET A

Q.1. It was five years ago MrKishan, CEO of Arundhati Enterprise, established the firm for the manufacturing and marketing of a garments made from Bamboo fabric. This fabric is environmentally sustainable. Bamboo fabric is highly breathable, and it is also stretchier than cotton. These garments are generally bought by elite class of metro cities in India. The firm earned a reputation for its bamboo fabric within two years of its inception and enjoyed monopoly position in the market. Last year, it had a turnover of Rs. 150 crores. The technology used by Arundhati Enterprise is now no longer secret. In fact, a couple of new firms have entered the market offering same fabric at lower prices. All the firms are spending heavily on their promotional activities and claiming use of latest technology. MrKishan is worried because of a fall of about 40% in sales of his firm this year. He has been looking after both production and marketing functions though finance is being looked after by a finance manager. MrKishan has recently lowered the price of his product to fight competition, but this has not helped much. What environmental factors have caused a worry to MrKishan and Why is it necessary to scan marketing environment? Explain.

Q.2. Identify at what stages of their respective Product Life Cycle are the following products in the Indian market and accordingly suggest suitable strategies for these products.

Landline phones

ElectricCars

Also Briefly explain the various strategies for adapting price available for the Indian market.

Q.3. Rishabh, CEO of Freeway Enterprises, is considering a merger with Empire Inc., which is led by CEO Madhav. The merger of their two firms will enable the creation of a very large diversified conglomerate, with businesses ranging from office supplies to sporting goods, industrial paints, consumer electronics, video games, and marine engines. Consultants from Boston Consulting Group have advised Rishabh and Madhav that the merger could create a great deal of value, because the new combined entity can use several lucrative yet mature “cash cows” within Empire Inc. to fund the growth of several promising, but not yet highly profitable, young businesses within Freeway Enterprises. Rishabh and Madhav have decided to seek a second opinion from your consulting firm – Singh Associates.

Explain the “BCG matrix”? What is the logic of this model? What are the model’s limitations? Should BCG Matrix be employed to evaluate the merger?

Q.4. In early 2002, India's state owned insurer, Life Insurance Corporation (LIC), announced tie-ups with Corporation Bank, Oriental Bank of Commerce, Bank of Punjab and Nedungadi Bank for sale of its products through their branches. The aim of the tie-ups was to diversify LIC's distribution channels and increase product penetration. Industry observers were not surprised by this move. They felt that LIC had no option but to explore new channels of distribution to maintain its position as the market leader.

The liberalization of the Indian insurance industry in 2000 led to the entry of private insurance companies with MNC as their partners. Reaching anywhere near LIC's vast network, built over decades, was going to be extremely tough for the new players.

According to insurance industry observers, distribution was expected to emerge as one of the key factors for the success of private insurers in India. They also felt that insurance intermediaries and new distribution channels would become the strongest drivers of growth for the insurance sector and that multi-channel distribution would become the norm. With even LIC adapting these new channels of distribution, the distribution of insurance products/services seemed all set to undergo a radical overhaul.

As a marketing expert suggest New Marketing Channels that can be explored by the Insurance Sector companies to reach out to its prospective consumers. Also explain the importance of distribution channels.

Q.5. ForeverLawn Inc. provides the most advanced synthetic grass products on the market in terms of realism and technology, backed by superior service and support. ForeverLawn’s synthetic grass is ideal for a range of applications where aesthetics and functionality matter, including sports fields, playgrounds, kennels, and more. Their industry-leading synthetic turf is also perfect for homes located in arid climates where water restrictions dampen natural growth as well as for residential and commercial applications looking for low maintenance but beautiful landscaping. With unmatched quality and service, ForeverLawn continues to expand and now has offices in more than 29 cities servicing 30 states and two countries.

ForeverLawn recognized that an opportunity to reach potential customers online was going unmet with their current website and marketing strategy – and decided it was time to step up their game. They wanted their website to generate the leads, supported by successful inbound marketing, that they knew were possible for their growing industry and with their extensive dealer base. ForeverLawn hired Sanctuary to redesign the website and to overhaul their online marketing strategy with a focus on connecting with a broader customer base and generating more quality leads – while decreasing the cost to do so.

Chalk out a detailed E-marketing plan for ForeverLawn Inc. to meet their challenges. Also considering the importance of integrated marketing communication as a strategy; suggest other mediums of communication to be used by the company along with presence on the website.

Q.6. Packers Ltd. offers a wide range of packaging solution to various industries ranging from FMCG companies to delivery companies like Amazon. One of its client has approached them to design a packing box for its stationary products so that it can be sold as a gift item.

However, the designed product didn't attract the customers and the company witnessed a loss for its newly launched gift box.

Suggest how the company might improve its new product development process for packaging industry. How labelling can play a positive role in order to improve the packaging?