

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
POST GRADUATE DIPLOMA IN MANAGEMENT
FIRST TRIMESTER (Batch 2016-18)
RE-APPEAR END TERM EXAMINATIONS
MARKETING MANAGEMENT-I (MKT-102)

SET B

Max Marks: 40

Max Time: 2 Hrs

Section A

1. A soda marketer is envisaging that its vending machines could be equipped with thermometers, and when demand for a cold soda rose with the temperature, the price would rise too. What is this price adjustment called? Would be fair to raise the price of soda on a summer day. Comment. (5 marks)

2. Kellogg's is the leading producer of ready-to-eat cereals. It entered the Indian market in 1995 and has invested over Rs. 150 crores. Currently, it has earned a 60% share in the Rs. 400 crores cereal market in India. Kellogg's had off late launched the Kellogg's Special K. The brand was offered as a low-fat breakfast option. The target consumers were the working and health conscious women. However, the product was not successful initially until it made a comeback with a better advertising strategy. It then appointed Lara Dutta as the brand ambassador. The TV ad promoted that the secret behind her maintained physique is eating Kellogg's Special K every day for breakfast. The USP for the product was that it was 98% fat free, full of fiber, Vitamin A,B and C. It is made from wheat and is coated with honey for taste.

Identify and elaborate on the environmental factors that relate to the launch of such products in the Indian context. (5 marks)

3. Khadi and Village Industries Commission (KVIC) is considering to rebrand Khadi with an intent to make it more fashionable, glamorous, contemporary and trendy. Imagine that you have been hired as a communication consultant for KVIC, write an IMC plan for rebranding Khadi.(10 marks)

4. Choose an organization of your choice. Examine its product portfolio and write a note on the following: (5 marks)

a. Product Mix

b. Dimensions of Product Portfolio

Section B

Case Study (15 marks)

Marketing means Understanding the Ropes

Prakash Mehra is a long – time manufacturer of children toys. During a recent meeting of marketing executives at the company, he decided to appoint a committee to examine the firm’s products and identify those that were not selling and should be dropped. The committee reported back to the executives and identified five products that were candidates for deletion. The report noted that company sales people could not convince enough retailers to stock these products.

One product manager heatedly opposed the committee on one point. Its recommendation to drop the firm’s line of jumping ropes. When asked to put writing in his views, he submitted the following,

To: The Members of Marketing Committee

The decision to delete the jump ropes from our product line, in my opinion is premature. Admittedly our jump rope sales have declined by 48% in the past three years. The decrease according to the committee was traceable primarily to the declining school population.

In my view, the decline of our jump rope business was due to our own failure to fully understand the marketing concept as well as to look at the market for jump ropes creatively. If we have done this we would have identified several potential markets, namely, the market for people who want to stay trim and just use the rope for exercise, those who want to develop their muscles and need a weighted rope, and market for people who have neither the time nor the facilities for jogging and prefer an indoor exercise that will increase their lung capacity.

Very Truly Yours

Satish Kaul

1. What does Satish mean in this situation by “Marketing Concept?” Explain in detail. (5 marks)
2. What was Satish trying to do when he recommended on looking at the market for jump ropes creatively? (Hint: Relate with the concept of PLC) (5 marks)
3. What would have you done if you were Satish? (5 marks)