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Total number of printed pages – 3

MBA
MGT 201

Second Semester Regular Examination – 2015

MARKETING MANAGEMENT - II

BRANCH : MBAR

QUESTION CODE : J 148

Full Marks – 70

Time : 3 Hours


*Answer Question No. 1 which is compulsory and any five from the rest.
The figures in the right-hand margin indicate marks.*



1. Answer the following questions : 2 × 10
- (a) Do logistics management and supply chain management mean the same thing ? Justify your answer.
 - (b) What are the advantages of online advertising over traditional advertising ?
 - (c) When would you advocate price penetration strategy for a new product ?
 - (d) State the basic components of a product mix.
 - (e) List out any two differences between B2C and B2B marketing.
 - (f) How do you make a marketing campaign go viral ?
 - (g) State the pros and cons of Guerilla marketing tactics.
 - (h) Differentiate between social and societal marketing concept.
 - (i) What is mega marketing approach ?
 - (j) Which products are most appropriate to be promoted through personal selling ?

P.T.O.

2. Advertising is an art of making sure the target market receives advertising message and responds in kind. Horlicks has been traditionally targeted at elders. However, about 5 years ago, communication was changed with the introduction of different flavors. The TV commercial had children going around the town, cheering "Epang Opang Jhapang"-a chat without any meaning. However, the TVC showed their mothers deciding on the choice of health drink. Horlicks competitor Complan promised to make the kids taller. Now, Horlicks has gone a step further in promising not only height but a stronger body and a sharper mind. The new campaign for Horlicks gives the kids a motto: Badlo apne bachpan ka size. The new TVC has Darsheel Safary, the child protagonist of Taare Zameen Par, in the lead. Safary and his friends are on a mission to change things they don't like and question age old practices. Is Horlicks taking kids on a rebellious path? The TVC will be supported by print, radio and on ground activities and extended to Horlicks school programs, Whiz Kids Contest. In the late 2008, a legal battle broke out between Glaxo Smith Kline Consumer Healthcare (GSK) and Heinz India over the advertisements of their respective drinks Horlicks and Complan. The advertisements talked about how their respective brand was better than the other. Glaxo Smith Kline (GSK) has re-launched its Horlicks brand in three new flavors on the Indian market, according to reports in the Indian press. GSK has about 75% market share of Indias health drink market with Boost, Viva and Maltova, according to a report from Press Trust of India.

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- (i) Analyze advertising strategies adopted by Complan and Horlicks. 5
 - (ii) Discuss issues and challenges faced by companies while using comparative advertising. 5

- 3. Explain the key inputs and considerations while making pricing decisions. How might pricing strategies and tactics change over the life cycle of a product ? 10
- 4. Apart from a good idea, what do we need for successful product development ? Should we try to develop completely new products or to improve existing ones. Elucidate. 10

5. If you are appointed as a consultant to an herbal tooth paste manufacturing company, which will be newly introduced to the market in Odisha ? The main objective of the company is to make the product easily available to the urban and rural consumers. What would be your recommendations for designing of the distribution system ? 10
6. "Brand is not just a name or logo, but it can make or break a company". Comment. 10
7. How can the product life cycle concept be used as a tool for strategic marketing ? Elucidate your answer. 10
8. What are the main elements of promotion mix ? How does an understanding of these elements help the marketer to develop more effective marketing communication ? 10

