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Unit-I

2. Explain the concept of 'Performance Marketing' while bringing out its relationship with Logistic marketing dimension. 10
3. Differentiate between strategic and tactical marketing plans with the help of a suitable example. 10

Unit-II

4. What is a product? Explain with help of suitable examples. What are the various product levels? How can the knowledge about product levels help a hotel manager and a manufacturer of laptops add value at each level? 10
5. Why has the role of packaging assume such emphasis in the current business scenario? Discuss in detail the objectives of packaging with the help of suitable examples. 10

Unit-III

6. Explain the AIDA and Hierarchy-of-effects Models while bringing out their relevance in marketing communication. 10
7. What are the functions performed by channel partners? A company wants to sell chocolates. What factors should it keep in mind while taking Channel design decisions? 10

Unit-IV

8. What are the various objectives of advertising? Discuss the factors that need to be considered in setting an advertising budget. 10
9. Write short notes on: 5+5
 - (a) Sales promotion
 - (b) Marketing research

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Roll No. _____

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M.B.A. (Second Semester)

Examination, 2015

Marketing Management

(CP-205)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Attempt five questions in all. Question No. 1 is compulsory. Attempt one question from each Unit.

1. Read the case given below and answer the questions that follow:
The tobacco smoking market in India is divided among two products-cigarettes and bidis. Roughly, 1.5 Crore bidis are smoked every hour in the country. Dalmia Consumer Care launched a tobacco-less bidi 'Vardaan' to cater to this huge market. Vardaan, the tobacco-less bidi is aimed at the current smoker of bidi. It is not targeted at non-smokers.
Tobacco-less bidi is a completely new concept. Vardaan's basic positioning is that it is meant to deliver safer alternatives to the current bidi smoker. People smoke bidis because they get some level of satisfaction and pleasure out of smoking. This sat-

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isfaction and pleasure can be broken into three elements. First is the physical experience, which is the shape of the bidi, its mouthfeel, how long does it takes to finish, what is the feeling of the smoke once it enters the system, how harsh is it on the throat etc. Second is the psychological part of smoking. If someone smokes a cigarette in a dark room, he does not enjoy it because he likes to see the smoke. So, there are some psychological elements connected to smoking. A lot of these psychological benefits are exploited when a company builds a tobacco brand. The third is the physiological element, which is what the tobacco does when it enters the body. Smoking of tobacco causes cancer. and there is a whole list of harmful substances, which cause about 25 p.c. of the diseases indirectly linked with tobacco.

The philosophy of Vardaan was that it can deliver the same level of satisfaction and pleasure that a person gets from a normal bidi, but without the ill effects of tobacco. Therefore, the tagline of Vardaan was 'Dam wahi par dosh nahi'.

The existing tobacco bidis in the market have names like 501, Pataka and 502

Market research showed that people accept 'Health' as a differentiator, but 'Health' was not the sole objective to buy a product. Qualitative analysis revealed that a typical tobacco smoker thought that the diseases would afflict other smokers and not him. But on doing some probing, it was found that at the back of their minds, they were always aware

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that smoking was not good for them. The company was convinced that if it communicated relentlessly, somewhere down the line smokers would realize that tobacco smoking was harmful for them. The company was convinced that the product concept will be accepted, though it may take time.

For local level marketing the company worked along with Non-Government Organizations (NGOs) as well. It also worked with doctors and participated in Cancer camps with them. When Vardaan was launched in Durgapur in West Bengal, it was involved with Cancer camps in the entire district, thereby conveying to the audience, 'Tobacco kills but Vardaan saves.'

Source: Adapted from Arun Kumar and N. Meenahshi, Marketing Management, Comprehensive Text, Best Partive, Corpeate Insights, Vahas Publishing, Pg 152.

- (a) What is a 'brand'? Why do you think that brand name 'Vardaan' has been selected for promoting a bidi? How has 'Vardaan' been positioned against its competitors? Explain with the help of a diagram. 10
- (b) What are the various orientations that a company may have towards its market? What, in your opinion, has been adopted by Dalmia Consumers Care? 10
- (c) What are the social and ethical issues involved in advertising a 'bidi'? Design an effective communication strategy to promote 'Vardaan'. 10

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