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Your Roll No.....

No. of Question Paper : 9577

Unique Paper Code : 12481403

Name of the Paper : Marketing Management

Name of the Course : **B.A. (Hons.) Business Economics,
2018 (CBCS)**

Semester : IV

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

Write your Roll No. on the top immediately on receipt of this question paper.

Read the instructions of each Section carefully.

Section A

(Attempt any three questions.)

(a) Differentiate between Vertical marketing system and Horizontal marketing system.

(b) What is Psychological pricing? (8+4=12)

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2. (a) Determine how retailers build a sustainable competitive advantage by their marketing decisions.
- (b) Explain the importance of Ethics in marketing from the point of view of a service industry. (8+4=12)
3. Elaborate the strategies used by marketers at different stages of product life cycle in case of a Shoe industry. (12)
4. Write short notes on **any two** of the following :
- (a) SWOT Analysis
- (b) BCG Matrix
- (c) Points of parity and Points of difference (6+6=12)

Section B

(Attempt any two questions.)

5. (a) Identify and discuss the likely consequences of Political and legal changes for a new brand automobile, to be introduced in India.
- (b) What is marketing myopia? (8+4=12)
6. A Leading hair Oil Company plans to enter into antiseptic skin cream business in competition with the market leader Boroline. Discuss the Brand building strategies that the company can use. (12)

Samsung is going to launch its new range of mobile phones in the Indian market. Advise the marketing manager on designing the appropriate marketing strategy. (12)

Section C

(The question below is compulsory.)

Read the case study below and answer the questions following it :

Relaunch of Frooti

'Frooti was launched by Parle Agro and was the first tetra pack drink to be introduced in the Indian market. By 2000, Frooti had a majority market stake share of tetra pack fruit drink market. However analysts felt that this years old brand had been losing its appeal over the years. The situation worsened with the increase in competition. In addition to the threat it faced from the soft drink marketers, Frooti witnessed heightened competition in its own segment tetra pack fruit drinks and juices.

With pressure mounting from all sides, Parle Agro was forced to rethink its strategy. To revive the sagging appeal of the brand, it decided on a major relaunch strategy, which focused on changing its positioning. The relaunch of 'Frooti'

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aimed at positioning 'Frooti' as a fun, trendy and modern drink, targeted at the youth segment, a marked change from its initial positioning as a drink for kids. The youth segment which 'Frooti' targeted, was extremely difficult to break into partly because of the perception that 'Frooti' was a kids drink and partly because of the hold that competitors already had established over the market. By targeting the youth 'Frooti' would be in direct competition with the Cola MNCs (Pepsi and Coca Cola) which were immensely popular, not to mention other tetra pack fruit drinks and all the other beverages targeted at youth. The relaunch strategy for 'Frooti' therefore, focused on the one hand on breaking the image with the youth associated with 'Frooti' and on the other on convincing the youth that it was a better alternative than the cola's.

The creative team of Parle Argo's advertisement agency decided that they had to think of something that appealed to the college-going crowd. Thus, it was decided that the promotion campaign for repositioning Frooti would revolve around a brand ambassador who would be someone the youth could relate to. This person had to have the following characteristics if he was to have a mass appeal: one, his name had to be ubiquitous enough; two, he had to lead a life that normal consumers could relate to and three, the storyline had to be powerful enough to sustain interest.

The name 'Digen Verma' was chosen because though it was somewhat unusual; it had a familiar ring to it. Once the name Digen Verma was chosen, a personality had to be built around it. He had to some sort of a role model whom the others would want to imitate. Over the years the film stars and cricketers had served as role models to the youth. But Parle Agro, interestingly chose an unknown entity like Digen Verma and not a celebrity like Hrithik Roshan or Sachin Tendulkar to endorse its products.

Parle Agro called out an aggressive multi media advertising campaign that included television commercials (TVCs), outdoor media campaign, offline promotions and online advertising campaigns, created by Everest across the nation. The teaser campaign was aimed at stirring up tremendous interest by building hype over the mysterious character 'Digen Verma', concealing the association with 'Frooti'. With the hype generated through the teaser campaign and resultant interest generated, coupled with changes in packaging and tagline, Parle Agro then used regular advertising across various media (viz. Print media, TVC's, on line promotions etc.) focusing on communication of its new positioning and attract the target segment. The campaign become probably one of the most innovative teaser campaigns ever run in India.

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Though the campaign had been successful in generating interest, some analysts were skeptical about whether the campaign could actually generate sales. Analysts pointed out that many of those who had watched this campaign had expressed certain disappointments when they learnt that it was a promotional campaign for frooti. Whereas, Parle Agro and its ad agency however felt that its campaign had been successful in not just evoking interest but also in increasing sales.

Questions :

- (i) Discuss what is the positioning of 'Frooti'?
- (ii) Suggest improvements on the marketing mix employed by 'Frooti'.

(8+7)