

Seat No.: _____

Enrollment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 01– • EXAMINATION – WINTER 2018

Subject Code: 3519206

Date: 31/12/2018

Subject Name: Fundamentals of Marketing (FOM)

Time: 10.30 am to 1.30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

	Marks
Q.1 Answer the following Questions.	14
<p>(a) Define Marketing.</p> <p>(b) Briefly mention the various categories of new products.</p> <p>(c) Briefly mention some popular price references that customers have in their mind while they go for shopping/buying goods.</p> <p>(d) What is Product Line Length Filling? – Give Example.</p> <p>(e) Define STP.</p> <p>(f) Explain two methods of demand forecasting.</p> <p>(g) Define Unwholesome Demand.</p>	
Q.2 (a) Define Product. Explain its 5 levels in detail by taking example.	07
(b) Explain the various stages involved in setting up of a price for a new product.	07
OR	
(b) Explain how the consumers perceive the value for any product while buying. – Give a detailed example.	07
Q.3 (a) “Packaging today has become more of a marketing tool than before.” – Explain.	07
(b) Give examples of the various types of channel conflicts. Suggest some ways in which a company can resolve those conflicts.	07
OR	
Q.3 (a) Explain concept of segmentation. Also describe various basis of segmentation with example.	07
(b) What is market intelligence? Explain the steps to improve market intelligence.	07
Q.4 (a) Explain in detail the process of designing a marketing communication.	07
(b) Explain the Business Buying Process in detail with an example.	07
OR	
Q.4 (a) What are various strategies for attracting and retaining customers?	07
(b) Define Marketing Channels. What are the various functions performed by channel partners?	07

Q.5 CASE STUDY: BHARAT BEVERAGES

14

Bharat Beverages is one of the three large players in the beverages industry in India. It has a portfolio of 10 strong brands in the non-alcoholic, carbonated and non-carbonated, segment with a huge distribution network helping it have a deepest of the deep penetration across various geographies of the Indian market. One of its brands in the black-carbonated segment namely Hotspot, is very popular and has a market share of about 40 percent.

Hotspot has been in the market leadership position since its launch because of its unique taste and brand positioning that has been targeted towards the age group of 18-35 years. Since its launch it has maintained high consistency in its positioning strategy of being a rough and tough brand. In the recent years the market for non-alcoholic, carbonated soft drinks has seen negligible growth with the existing players holding on to their market share with no major growth in their overall revenues over the previous years. As a result many members of the industry endeavor to diversify their offerings to better compete and gain share.

Bharat Beverages, in order to maintain its market leadership for the Hotspot brand, is experimenting with the idea of launching a variant of the Hotspot brand. This variant is understood to be a stronger version of the existing Hotspot brand. This idea had been the discussion point among the marketing team and product development team for a few months. The company is not yet clear on the way ahead. They have appointed you as a consultant to suggest the way forward for this idea.

Review the questions below and answer them for Bharat Beverages.

Questions:

- A. How would you test this idea for its acceptability?
- B. How would you position the product in the market? Suggest the POPs, PODs, Pricing Strategy and brand positioning for the same.

OR

- A. Do you think that this new concept in product formulation will meet with consumer's acceptance?
- B. Suggest what various tools of marketing the company can use to market its new product.
