

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER –II-EXAMINATION – WINTER-2023

Subject Code:2529305**Date: 18-01-2024****Subject Name: Marketing for Managers****Time:02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted

Q. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical a) need evaluation b) physical evidence c) desired value d) Marketing philosophy e) external environment f) Retailing g) word of mouth marketing	14
Q.2	(a) Comment on the competitive marketing strategies to counter the competition from multinationals in India.	07
	(b) Explain the stages of Product Life Cycle and strategies to adapt at every stage.	07
OR		
	(b) “The marketing of services is one of the fastest–growing areas of marketing and distribution” – Comment.	07
Q.3	(a) What is meant by Market Segmentations? What are the criteria of successful Market segmentation	07
	(b) Marketing Research is vital for the Evaluation of a sound Marketing Strategy” – Explain this statement.	07
OR		
Q.3	(a) What are the Various Kinds of Pricing Strategies – Discuss.	07
	(b) What is a new Product? How is it Developed?	07
Q.4	(a) What are the components of promotion mix ? discuss the factors that marketing managers needs to consider while deciding about promotion mix.	07
	(b) The target of any business is to bring their product /services to market through distribution channels. Discuss the role of market intermediaries in the distribution process.	07
OR		
Q.4	(a) What are the ingredients of the basic model of buyer behavior ? Discuss.	07
	(b) “Advertising brings long-term benefits, but sales promotion is for quicker result.”—Discuss.	07

Q.5 In 2013-14 PTC Food division decided to enter the fast growing (20-30% annually) snacks segment, an altogether new to it. It had only one national competitor-Trepsico's Trito. After a year its wafer snack brand-Ringo, fetched 20% market share across the country. Ringo's introduction was coincided with the cricket world cup. The wafer snacks market is estimated to be around Rs. 250 crores. The company could take the advantage of its existing distribution network and also source potatoes from farmers easily. Before the PTC could enter the market a cross-functional team made a customer survey through a marketing research group in 14 cities of the country to know about the snacks of eating habits of people. The result showed that the customers within the age-group of 15-24 years were the most promising for the product as they were quite enthusiastic about experimenting new snack taste. The company reported to its chefs and the chefs came out with 16 flavours with varying tastes suiting to the targeted age-group. The company decided to target the youngsters as primary target on the assumption that once they are lured in, it was easier to reach the whole family. Advertising in this category was extremely crowded. Every week two-three local products in new names were launched, sometimes with similar names. To break through this clutter the company decided to bank upon humour appeal. The Industry sources reveal that PTC spent about Rs. 50 crores on advertisement and used all possible media-print and electronic, both including the creation of its own website, Ringoringoyoungo.com with offers of online games, contests etc. Mobile phone tone downloading was also planned which proved very effective among teenagers. The site was advertised on all dotcom networks. Em TV, Shine TV, Bee TV and other important channels were also used for its advertisement along with FM radio channels in about 60 cities with large hoardings at strategic places. Analysts believes that Ringo's success story owes a lot to PTC's widespread distribution channels and aggressive advertisements. Humour appeal was a big success. The `Ringo' was made visible by painting the Railway bogies passing across the States. It has also been successful to induce Lovely Brothers' Future Group to replace Trito in their Big-Bazaar and chain of food Bazaars. PTC is paying 4% higher margin than Trepsico to Future group and other retailers. Ringo to giving Trepsico a run for its money. Trito's share has already been reduced considerably. Retail tie-ups, regional flavours, regional humour appeals have helped PTC. But PTC still wants a bigger share in the market and in foreign markets also, if possible.

- (a) Do SWOT analysis for the company. **07**
(b) Frame good strategies for the expansion and diversification of the company **07**

OR

- Q.5** (a) What kind of marketing strategy was formulated and implemented for Ringo? **07**
(b) What else need to be done by Ringo so as to enlarge its market? **07**
