



**Q. 4. Answer in detail (Any Two) (20)**

1. Explain extended 3P's of Service Marketing Mix
2. What is Marketing?, Discuss Functions of marketing
3. Differentiate between marketing and Selling

**Q. 5. Case study (Any One) (15)**

1. Quality Consumer Products Limited is a fast moving consumer products company. The company is planning to launch its new 'Rakshak' brand toothpaste in the market. Assume that you have been appointed as a marketing manager of the company, answer the questions below:

- i) Suggest suitable media for Advertising for the Rakshak Brand Toothpaste.
- ii) Suggest one innovative way of marketing the Rakshak Toothpaste.
- iii) How will you segment the product to increase its consumer base?

2. A young scientist approached "Perfect Solutions Pvt Ltd" with a prototype of a Solar Cooking Oven and sought company's assistance in marketing the product. The company however was sceptical whether to accept such product for marketing and secondly, how to organise the efforts for its successful introduction in the market.

"Perfect Solutions Pvt Ltd" is a marketing organisation specialising in domestic appliances. It has agencies across major cities in India. Many SME's prefer to market their products through PSPL as it has a well-trained marketing team with necessary technical assistance to help the manufacturers market their products successfully. However considering the goodwill of the company it takes very particular steps in choosing which products to market.

Solar cooking oven has always been a "HOT" topic for discussion in Indian markets. India is the only country in the world which has bright and sunny days for almost 8 months in a year. Solar energy will be the only energy in existence after 150 years. India is blessed with natural resources and that solar energy contributes to huge natural energy available.

However considering the Indian consumer's mentality, using parabolic reflectors would be invariably costly in spite of the fact that it has better efficiency to absorb solar heat and convert it into energy. The young scientist has now claimed that he has come up with a comparatively cheaper parabolic reflectors which will heat the water to a boiling point within half an hour and also can bake a cake in 20 minutes.

The only hitch is of changing the angle of the reflectors during the daylight to adjust sunrays falling on it, availability of terraces and open spaces in smaller households and sudden changes in climate are hurdles in accepting such products.

The price of the solar oven is quoted at Rs. 9000/- and if used 4 hours daily it will save upto Rs.3500/- worth of fuel/ electricity per month. This can be a really good substitute to few home appliances running on electricity.

The company now wonders:

1. How would it segment the market for the solar oven? Discuss on the various bases of segmentation.
2. What exactly will be your target market? Urban areas with rich and elite class people or rural areas where space is not a problem?
3. Discuss various factors which may influence a consumer while purchasing such an unconventional yet a good substitute product against electronic home appliances.