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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION : DECEMBER - 2022
SEMESTER - III
Sub.: Marketing Management - II (BBA15-311)

Date : 19/12/2022

Total Marks : 60

Time: 2.00 pm To 4.30 pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. Which of the following are strategies involved in Selling?
a) Advertising
b) Sales promotion
c) Personal selling
d) All of the above
2. Under the concept of "Marketing management", marketing is done keeping _____ as a focus.
a) Consumer
b) Supplier
c) Investor
d) Government
3. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of _____.
a) Pricing
b) Promotion
c) Distribution
d) New Product Development
4. Diversification is best described as which of the following?
a) Existing products in new markets
b) Existing products in existing markets
c) New products for new markets
d) New products for existing markets
5. Which one of the following is not a sales promotion tool?
a) Discount.
b) Advertisement
c) Dealer contest
d) Consumer contest

Q. 2. State True / False (05)

1. To a marketer, the definition of a product includes intangibles as well as physical, tangible goods.
a) True
b) False
2. The goal of advertising is to change people's attitudes.
a) True
b) False
3. The only marketing mix component nonprofit organization do not use is price.
a) True
b) False
4. Convenience is usually a factor when selecting a service provider as it is when selecting a product retailer.
a) True
b) False
5. Coupons are more likely to encourage repeat purchases by regular users than stimulate users than stimulate product trial by nonusers
a) True
b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Differentiate between advertising and publicity.
2. Justify why there is a need to have channels of distribution for an F.M.C.G organization?
3. Write a note on classification of services.
4. Define the term product diversification. What are the various types of product diversification?
5. Explain various types of organization.

Q. 4. Answer in detail (Any Two)

(20)

1. What do you mean by new product development? Write down the steps involved in new product development.
2. Discuss the salient features of consumer protection act 1986.
3. Explain the major decisions involved in advertising.

Q. 5. Case study (Any One)

(15)

1. Raheja Foods is a well-known brand in the market. People have admired and purchased their products for years. In terms of repeat purchases and new customers, the brand has experienced significant growth. The company's top management has decided to launch new items now that the company has grown. The names that will be maintained for the new items provide them with new challenges. The company has decided to release a spice called "Hot" since it has a very spicy flavor and makes food spicy and delicious. There are more products on the list as well. One alternative would be to use fat-free cooking oil. Because the oil will be offered in various packages, on various media, and in various regions, the name of the oil should reflect this. Flour is the third new product to be released. The corporation wants a name for the flour that sets it apart from the competition, since if it doesn't, it will be just another flour on the market. Frozen foods are also being considered by the company. The corporation has chosen that the name should be simple to remember because individuals from all sorts of backgrounds would need it for cooking, and a long or difficult name may be easily forgotten. The pickles are the last new product on the list that they have opted to launch. They have invested a significant amount of money in the production of this product and wish to market it in the same way that they have been selling Raheja Foods for many years. Clearly, this organization is putting in a lot of effort to maintain its name.

Questions -

- 1) Summarize the above case in your own words.
- 2) Suggest a suitable title for the above case.

2. After introducing popcorn and Sundrop cooking oil, ITC Agrotech launched wheat flour (atta) under the brand name Healthy world. US-based food products firm. Conagra, has 51 percent stake in ITC Agrotech. The vice president says, "We took an Indian perspective out of the Conagra portfolio, when relevance to the local palate ... Healthy World marks out entry into mass market products." Priced at ` 18.50 for a 1 kg pack, Healthy World comes in packs ranging from 500 gm to 5 k.g. ITC Agrotech claims that it spent nearly one year on R&D before launching Healthy World. bench marking it against national players in the branded atta category; players like Hindustan Lever Limited (Annapurna) and Pillsbury. There are several regional brands too. Parameters such as softness, taste, colour and texture preferences are said to have been looked into in detail before finalizing the variant, "Our research revealed that the preferences in the North and South of India differ distinctly across almost all parameters of atta. While creamish to white colour and finer size is preferred in the South, the North consumer is more discerning as far as taste goes," informs this marketing manager. Consumer in the South are more receptive to branded atta, but the North leads in consumption, where average monthly household consumption is 27 kg. as against just 3 kg. in South. Conagra claims to be the largest miller in the US. ITC Agro took over the atta manufacturing portion of a partner in Chennai to streamline it in line with its parent company's manufacturing process. What will also help ITC

Agro is the fact that it has established itself as a health conscious manufacturer with Sundrop. The distribution network is already in place. In fact, the Healthy World packs too leverage this with the image of the boy somersaulting (The Sundrop trademark) with the proclamation – “from the maker of Sundrop”. The branded atta market is estimated to be in excess of ` 350 crore, with category advertising spend of about ` 20-25 crore. The theme line of Healthy World says, “ More health More Energy.”

Questions

1. Develop a sales promotion plan to encourage continued consumption of Healthy World in North India.
 2. How would you make your sales promotion competition proof?
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