

3. Marketers market 10 main types of entities. Explain each of these with the help of suitable examples. [10]

UNIT-II

4. Explain VALS framework while bringing out its relevance to marketer. [10]
5. Differentiate between consumer and industrial goods. Discuss the various differentiation strategies adopted by marketer to promote their products. [10]

UNIT-III

6. How should a company set prices initially for products or services ? Explain all the steps in brief. [10]
7. Differentiate among merchants, agents and facilitators. Discuss the five different marketing channel flows. Illustrate your answer with the help of a diagram. [10]

UNIT-IV

8. Explain in brief the various steps in developing effective marketing communication. [10]
9. What do you understand by green marketing ? How is it different from greenwashing ? Cite suitable examples to explain these concepts. Discuss the advantages and limitations of green marketing. [10]

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Question Paper Code : 3752

MBA (CBCS) (Semester-II) Examination, 2018

MARKETING MANAGEMENT

[GC-201]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, **one** question is to be attempted from each unit.

1. Read the case given below and answer the questions that follow :

CASE STUDY

Transelektra Domestic Products Pvt. Ltd. manufactures Good Knight, which is a well-known brand in mosquito mat. In 1984, the mosquito repellent market comprised of sprays, creams, coils and mats. Incidentally Good Knight was not the first mat brand to be introduced. Other brands already present were Vape, Deemos and Lion. The bulk of the market comprised of coils and brands like Tortoise and Rooster, with tortoise being the brand leader. In creams the most popular was Odomos and in spray's brands such as Finit and Baygon had a major hold.

A typical electrical mosquito repellent is a set of

2 units. The EMD is also known as Electrical Mosquito Destroyer and is a one-time investment. It also consists of a matchbox consisting of 30 mats, which needs to be replaced every month. In 1984, coils with 70% share dominated the market. In 1984, R. Mohan, a qualified electrical engineer and minor distributor for Vape EMD felt the urge to branch out on his own and market a competitive brand that would ensure consistent high quality and incorporate proven Japanese technology. The advertising agency, Creative Unit, was invited to associate itself with the launch from the concept stage and advise the client on advertising and other aspects of marketing.

The brand development exercise began by a analysis of fixed factors, the primary one being technology. It was made very clear that the product to be introduced would be an EMD as it was understood in the market. This would consist of an electrical plate and chemically impregnated paper mat. The technology was to be imported from Sumitomo chemicals of Japan.

The manufacturing cost for the EMD would be about Rs. 50 and for the mat box having 30 mats about Rs. 14. The client gave an open brief regarding other factors like the brand name, package, design, advertising platform, its treatment and presentation. At this point the agency had very little to go by way of historical data or past experience as EMDs were still in the nascent stage.

a 75 percent market share of all electrical repellents. A policy creating consumer pull rather than dealer push has helped in the long run. Advertisement has been simple and concentrated on the single largest consumer benefit. The brand name has been effectively used to convey the advertising proposition.

Source : D. Datta and M. Datta (2009), Marketing Management , Vrinda Publications Ltd.

Questions

- (a) Critically evaluate the communication strategy of Good Knight with reference to the facts given in the case. [10]
- (b) If a new company with known brand names in family hygiene sector enters the market, what changes, if any, would you suggest in the marketing communication strategy of Good Knight ? [10]
- (c) If you want to enter into the mosquito mat market, how should you position your brand against a competitor like Good Knight ? [10]

UNIT-I

- 2. "The holistic marketing concept is based on the development, design, and implementation of marketing programs, processes, and activities that recognize their breadth and interdependencies". Elucidate. [10]

In the selection of media, the agency decided to restrict only to daily newspapers to help in selling in' to the trade and also simultaneously reach out to the primary target group. As the budget was limited, an intensive approach was felt more appropriate. The first launch ad appeared in the Times of India, Bombay edition on 2nd January 1985. Sunday Mid-Day, Malayalam Manorama and Mathrubhumi followed thereafter.

The result was electric. By end of February Rs. 12 lakh worth of EMDs and mats were picked up by the trade. With money now flowing in, the client felt emboldened to go in for television advertising over the Mumbai local channel to given an impetus to the retail movement. The net result was that the client spent Rs. 2.50 lakh to get a sale of about Rs. 20 lakh.

Since then, the media mix had heavy leanings towards television. Good Knight has been one of the few brands, which has latched its growth to that growth of television. Consequently, the sale and availability of the brand closely matches the concentration of TV sets.

Campaign evaluation

The brand, from the time of launch, has been highly successful in terms of the sale and market share. A high level of trail had been achieved in a very short period and the brand had largely been received by the consumers in the way intended. Beside this, it also had

To design and shape of brand what was required was sound and good quality information. Two focus group discussions were conducted in Mumbai, one amongst non-users and the other among repellent users. The purpose of this study was to identify the central and peripheral motives, product knowledge, satisfaction/ dissatisfaction with current brand in use and psychological triggers relevant to the product category. Highlights of the findings were:

- (i) **PrimaryMotive:** *Verbalised :To drive away mosquitoes*
Latent :To enjoy a peaceful sleep
- (ii) Mosquito repellent usage was compulsive and habitual, especially in households with children.
- (iii) The groups were equally divided on the efficacy of coils and creams against mosquitoes.
- (iv) Fears were expressed with regard to side effects of smoke associated with coils and continuous usage of creams on skin. Mothers were particularly concerned about little children.
- (v) Odomos was considered safer than coils for babies.
- (vi) Poor or no knowledge of electrical repellents.

Market opportunity

On the face of it, the focus results would seem quite discouraging. Acceptance of coils and creams were widespread and no major dissatisfaction with their mosquito repelling power was voiced. The pricing too

was very affordable between Rs. 5/- to Rs. 10/- per pack. Distribution was very good, as it was retailed even by the paanwala.

On the other hand, the few brands of available electrical repellents suffered from poor brand awareness arising from meagre advertising support. There was almost no product knowledge, in consistent product quality and above all disadvantageous pricing.

The key to success would be for advertising to create a high value perception for the price differential between coils/creams and the client's EMD brand. The agency and client took the following decisions.

Marketing objectives

- (i) Graduate dissatisfied coil/cream users
- (ii) Make EMD form the premium product segment
- (iii) Market share of at least 5 percent in the first year

Advertising objectives

- (i) Encourage trial by highlighting EMDs as the more modern repellent form
- (ii) Product concept selling a must
- (iii) Demonstrate ease-of-use

Creative strategy

Brand name : The agency developed a number of brand names out of which two were short-listed
Sukhami
Good Knight

Sukhami was developed as an Indo-Japanese hybrid to connote a Japanese technology promising 'sukh' or a 'happy' and peaceful sleep.

Good Knight literally means to Good Protector. But more importantly the brand name verbalises the consumer benefit in its entity.

Between the two, Good Knight offered better advertising possibilities and also unmistakably positioned the brand as one for the night. Besides, as a word, it was part of common parlance in most Indian languages and a very well understood form of salutation. It was, therefore, decided to proceed with this name.

Prime target group

Mothers and fathers of households with young school going children were the primary target group. Parents did not want their children to be seen with mosquito bites and they were also afraid of catching mosquito borne diseases.

Media strategy

The launch was to be limited initially to Mumbai and Kerala only. The choice of these areas was made because of pre-set channels already familiar to the client. The total budget earmarked was Rs. 2 lakh for the first four months, up to March 1985. Further, allocations and marked spread outs would depend on the outcome of this venture.