

Instructions :

- All questions are compulsory.
- Figures to the right indicate marks.

Q.1 a) What is marketing environment ? Explain characteristics of Marketing environment. [8]

b) What do you mean by Product Reserch ? Explain its importance. [7]

OR

Q.1 a) Explain Marketing Segmentation. Explain its advantages & limitations. [8]

b) Define Marketing. Describe its nature. [7]

Q.2 a) Describe functions of Marketing Management. [8]

b) Define Product. Explain different levels of product. [7]

OR

Q.2 a) Explain factors determining Consumer behaviour. [8]

b) What is branding ? State its advantages. [7]

Q.3 a) What is Marketing Ethics ? State its features. [8]

b) What is Brand Extension. Explain its types. [7]

OR

Q.3 a) What is Promotion Mix ? Explain the tools for Promotion Mix. [8]

b) Suggest methods to resolve channel conflicts. [7]

Q.4 Don't look for A-19 or A - 21 as it won't be available because there is [15]

only A-20 is the advertising message of Lubri-Smooth Ltd.

The Company's Target Group is house-hold/domestic users. However, A-20 is used for bicycles, scissors, sewing machines, consumer durables, tiny mixers and all sorts of nuts and bolts.

Lubri-Smooth is with tight grip on 80% market share (with last 25 years standing) in household sector. It is used also by farms, factories, garages and even offices.

It has remarkable household penetration despite competition from other

Managing Director, Atul Jumale is inclined to sell only one product, with a view to keep distribution and promotion expenses manageable. He believes in Free Sampling as an excellent tool and gives 5 ml sample very generously.

Lubri Smooth has increased the price only twice with a gap of ten years in last twenty five years.

Mr. Atul receives number of suggestions about changes in packaging, separate labels for different users, brand extension, price increase, changing product width etc. However, Mr. Atul Jumale has strong conviction that Single Product Marketing is the formula for 'SUCCESS'.

Questions :

1. How do you view the product 'A20' - Household or Business to Business? Explain with reasons.
2. Do you agree with Mr. Atul Jumale's formula for success? Explain the reasons for Agreement of Disagreement.
3. In what stage of PLC the product is? Justify your opinion.

OR

Tooth Brush Market size : Rs. 275 crores.

Colgate - Palmolive : 39.9%, HLL : 21%, Indian Shaving Product : 7%,

Smithkline Beecham : 2.6%, Jordan : 1.6%, Other : 27.9%

Like tooth paste, tooth brush market is also dominated by CP & HLL.

The market growth rate is just 10% and the USP in this commodity -turned brand market is 'Product Innovation'.

To counter attack SB's Aquafresh brand, HLL immediately launched Pepsodent Popular. In both brushes, the flexibility came from spring like elasticity of the handle, enabling the angle of the head to be changed. Before this, the battle centred around the length, texture, colour and size of bristles. The examples of Indian Shaving Product's Oral B against Pepsodent Perfect can be cited with Colgate Zig-Zag. For SB, ISP and other it is the war for sales, market share and profits. But for CP and HLL it is entry vehical for toothpastes market, assuming whosoever picks up say Close up tooth brush, is likely to pick up same brand of tooth paste too. Hence CP and HLL both trying hard to create leadership in this oral care segement.

Questions :

1. Explain product mix strategies of HLL.
2. Explain Branding strategies of HLL.
3. To achieve slot no. 1 in tooth brush segment, What marketing strategy