



JK LakshmiPat University, Jaipur
Institute of Management
END TERM EXAMINATION, 2017

BBA/ B.Com(H), Sem-III
MM: 50 Marks

Course: Marketing Process and Elements
Time: 3 Hours
Subject code: MK08

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

1. Explain the concept of marketing mix taking an example each from the product and service marketing firms. (10 Marks)
2. Name two brands that are in the maturity stage of the life cycle? What recommendations do you have for rejuvenating the demand for either of these brands? Also name two bands/products that are in the introductory stage of the life cycle and recommend proper marketing strategy for them. (10 Marks)
3. Why is it essential for a marketer to understand consumer behavior? What are reference groups? How does it affect a person's buying behavior? (10 Marks)
4. Define the brand development strategies marketers use to develop brands. Provide an example of each strategy. (10 Marks)
5. Define the levels that make up a product, with suitable examples. (10 Marks)

SECTION B

6. Read the given situation and answer all the questions.

The lift or elevator market in India is around INR 450 crores. OTIS India is the market leader with a market share of about 70%. Bharat Bijilee, ECE, Mitsubishi and Hyundai are competitive brands. OTIS has a network of nearly 70 centers. The company launched a chip-driven elevator model, OTIS 300 F priced between INR 18 lakhs and INR 28 lakhs. Hotel industry forms an important segment in this category as lifts are considered essential to consumers. The microprocessor model takes an optimal combination of destinations (stops) ensuring a quick landing at respective destination (specific floor). The product is also likely to save energy costs significantly, which is an additional USP. OTIS 300 F has to target new buildings, as old buildings will not have the infrastructure to take on the new model. OTIS also has other models for a huge replacement market which may be integrated in new lifts. It may be noted that grill type of lifts have been banned and this market may be integrated into a 'no-grill' lift at lower end of the product line.

Questions:

1. What are the market segments that you identify for OTIS 300 F lifts? (10 Marks)
2. What should be your target marketing strategies in the above identified segments? (10 Marks)