



Institute of Management
JK Lakshmipat University, Jaipur
END TERM EXAMINATION
(October, 2019)

Pinnacle MBA
Term- I
MM: 40 Marks

Course: Introduction to Marketing
Time: 2 Hours
Subject Code: MA2101

Instruction:

Answer all the questions.

- Q1. (i) Explain the principle of segmentation, targeting and positioning. Illustrate the practical use of this by giving the example of how a brand like Maggi has utilised this principle in India. **(7 marks)**
- (ii) Write down what you think is the positioning statement of Maggi Noodles using the standard positioning statement format taught in class. **(8 marks)**

Q2. You are the brand manager for Kelloggs Special K. The company describes the brand as follows:

"Kelloggs Special K is a delicious, low fat, ready-to-eat cereal, with the goodness of whole wheat and bran. It is high in B group Vitamins and Vitamin C, and It is a source of protein and fibre. Relish it with skimmed milk or whisked yoghurt (Dahi), along with your favourite fruit is or dry fruit is. Start each day with this tasty breakfast cereal and see if you feel the difference for yourself."

Here is a print ad for the brand:



Using the "Levels of Competition" model, do the following:

- (i) Identify which brand would be your competitors at each level of competition. **(5 marks)**
- (ii) What would be your key positioning at each level? Here you do not need to write out a full positioning statement, but you should describe why consumers should buy you instead of the other brands/products in that level. **(10 marks)**

Q3. At ABC Corp sales are tracking below plan since a few months. The Product Manager is proposing a price cut of Rs. 10 per unit to drive short term sales. The Finance Director is however insisting that after the price cut the original level of profit in dollars should be met. The Marketing Director is insisting that the total monthly sales value in dollars should be maintained after the price cut.

The key data is as follows:

Current per unit Price: Rs.100

Current Cost per Unit: Rs. 50

Monthly Volume: 10,000 units

Answer the following questions briefly and to the point

- a) What monthly volume does the firm need after the price cut to maintain the original monthly profit in rupees? **(5 marks)**
- b) The Manufacturing Director offers to bring down the cost per unit by Rs. 10 with an extra capital investment of Rs.5,00,000. What would the breakeven volume be for this investment assuming that the price is also cut by Rs.5 per unit? **(5 marks)**