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

BBA- Sem-III
MM: 40 Marks

Course: Principles of Marketing
Time: 2 hours
Subject code: MK16

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

Section A

Q1. A mobile phone manufacturing wishes to add smartphones and tablets along with other wearable devices such as wrist watch or wrist band. The market which is highly competitive is also witnessing exponential growth. What will be your objectives in pricing new products? What strategy and tactics will you adopt to enter in Indian urban market especially Tier 1 and 2 cities? (10 Marks)

Q2. What type of message appeal you suggest to the marketer for developing communication strategies for the following market offerings, give reason for your answer:

(a) Life Insurance
(b) Fast Food Restaurant
(c) Microwave oven
(d) Mobile Phones
(e) Face wash

(10 Marks)

Q3. Define each of the four main stages of the product life cycle.

(10 Marks)

Section B

Q4. A rapidly growing Indian Ayurved FMCG company with 'Guruji' brand across all its product categories that stands for everything indigenous. The company now plans to foray into Apparels (Jeans) category which seems to be a noncore and unrelated diversification move made by the management.

The Indian clothing industry is highly complex, diversified, and competitive in nature. These characteristics are much more visible in Jeans category where MNC's have a strong presence and dominance. The denim market in India was estimated to be worth INR 17,661 crores in 2018. Yet Indian brands are also visible and have presence both from the organized as well as unorganized players. The price for denim ranges from less than INR 500 for unbranded jeans to over INR 5,000 for high-end brands. The price point preference depends upon the demographics and economic background of the customer. The average selling price of jeans for masses approximately in the 800 - 1,000 range.

The local jeans brands contribute to approximately 25 percent of the overall brand landscape, However, a lot of denim jeans business is taken care of in an unorganized manner through various selling and distribution channels.

Questions:

(a) Suggest a suitable brand name for the Jeans to be introduced by the company. What can be various ways to position this product in the target market. (10 Marks)

(b) Recommend the selection of channels of distribution for the Jeans brand for its northern market so as to compete both with organized as well as the unorganized Indian players. What are the factors that need to be taken into consideration while selecting a distribution channel? (10 Marks)