



Institute of Management
JK Lakshmipat University
Jaipur

END TERM EXAMINATION, 2018



BBA/ B. Com (H), 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. Explain why marketers must consider their macro-environment when they make decisions. **(10 Marks)**

Q2. As the promotional manager for a new line of cosmetics targeted to preteen girls, you have been assigned the task of deciding which promotional mix elements should be used in promoting it. Your budget for promoting the preteen cosmetics line is limited. Write a promotional plan explaining your choice of promotional mix elements for the given product. **(10 Marks)**

Q3. (A) Explain what a marketing channel is and why intermediaries are needed. **(5 Marks)**

(B) What kind of marketing channel functions can be performed over the Internet? Why do you think so? **(5 Marks)**

Q4.(A) Define various types of Industrial products. **(5 Marks)**

(B) As the product manager for Whirlpool's line of washing machines, you are in-charge of pricing new products. Your product team has developed a revolutionary new washing machine that relies on radically new technology and requires very little water to get clothes clean. This technology will likely be difficult for your competition to copy. Should you adopt a skimming or penetration pricing strategy? Justify your answer. **(5 Marks)**

Section B

Q. 5 Put yourself in the position of an entrepreneur who is developing a new product to introduce into the market. Briefly describe the product. Then, develop the segmentation, targeting, and positioning strategy for marketing the new product. Be sure to define (a) the overall strategy, (b) characteristics of the target market, (c) why that target market is attractive, and (d) the positioning strategy. Give justification for your decisions. **(10 Marks)**

Q. 6 You have recently been hired by a cosmetics company in the product development group. The firm's brand is a top-selling, high-end line of cosmetics. The head of the development team has just presented research that shows that 'tween' girls, aged 11 to 15, are very interested in cosmetics and have the money to spend. The decision is made to create a line of tween cosmetics based on the existing adult's line. But before introduction of its product in the market, the new product has to go through several stages of product development. In this light, explain various stages of new product development for this new line of tween cosmetics. **(10 Marks)**