

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, December 2022

BBA, Semester III, 2022-23

Roll No.....

MA1101: Principles of Marketing

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything, other than your roll number, on the question paper.
2. Attempt all questions.

Q. 1 Enumerate and justify the key factors that affect buying behavior for following products/services: 05.0
(LO2)

- (i) Shampoo
- (ii) Car rental services
- (iii) Office furnishings
- (iv) Telecom services

OR

Explain various stages in business buying decision process for following situations: 05.0
(LO2)

- (i) New task buying of a conveyor-belt for a soft drink bottling plant.
- (ii) Straight rebuying of maintenance services for that conveyor belt.

Q. 2 Explain implementation of segmentation, targeting and positioning for following categories of organization: 10.0
(LO1, 2)

- (i) Manufacturer of personal computers
- (ii) Specialty hospital
- (iii) Indian film production and distribution company
- (iv) Retail bank

Q. 3 "Women's clothing, which were traditionally considered as shopping-goods, have now moved into specialty-goods category owing to well-established brand preferences." Do you agree or disagree? Justify your answer with suitable illustrations. 04.0
(LO3)

OR

How might a company's advertising and distribution strategies differ in different stages of product life cycle? 04.0
(LO3)

Q. 4 For each of the following products/services, suggest a suitable pricing strategy. Justify your choice through appropriate reasoning. 05.0
(LO3)

- (i) High-fashion dresses styled and manufactured by a famous dress designer.
- (ii) An exterior house paint that lasts twice as long as any competitive brand.
- (iii) A subscription website that sends you daily e-mails containing information about up to five topics of your choice.
- (iv) A multivitamin tablet that enhances immunity.

- Q. 5 What is your favorite brand of potato chips? Chances are it is Lay's. In fact, Lay's chips are so popular that they have dominated the category for a long time. But before Lay's chips were launched in India, we had another brand serving the Indian market- Uncle Chips. But with Lay's superior distribution and advertising, Uncle Chips was soon outmatched and the sales plummeted. Uncle Chips was finally taken over by PepsiCo, who is also the owner of Lay's chips. Now, the company is making an attempt to give Uncle Chips a facelift to offer more variety and choice to the customers, in the wake of new competition. You are part of PepsiCo team deciding what to do with the Uncle Chips brand. 06.0 (LO3)
- (i) Can you re-create Uncle Chips through a name change? What kind of brand could supplement Lay's? Make a list of three to five possibilities.
 - (ii) How can you package your renewed chips to make it stand out on the shelf? What about packaging size? Draft a brief packaging plan for the new Uncle Chips (or whatever name you choose).

OR

Cite a brand which is a good example of successful brand management and explain the reasons for its success. What characteristics have made the brand strong? 06.0 (LO3)