



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

MBA (Full Time), Sem-I
MM: 50 Marks

Course: Marketing Management-I
Time: 3 Hours
Subject code: MK14

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

Section A

1. Define various pricing methods. As a consumer, which one do you prefer to deal with? Why? If the average price were to stay the same, which would you prefer a firm to do: (i) set one price and not deviate or (ii) employ slightly higher prices most of the year but offer slightly discounted prices or specials for certain occasions? Why? (10 Marks)
2. Explain the different types of consumer products and define how this knowledge can assist those responsible for marketing these products. (10 Marks)
3. As a market leader, how would a marketer design competitive strategies? Give suitable examples. (10 Marks)
4. What are the main determinants of macro marketing environment? Which component is in fluctuation in India the most? (10 Marks)
5. What steps are involved in marketing management? Give an overview. (10 Marks)

SECTION B

6. ABC Pharmaceuticals, an Indian company was established in 2005 to manufacture, distribute and market pharma drugs. The pharma company had successfully survived in the market inspite of the competition from MNCs mainly due to institutional buying from various government and charitable hospitals and the company managed to set up itself as a leading pharma company in India.

In 2015, the MD of the company decided to add a new product to its existing product range. He floated an idea of manufacturing and marketing biscuits rich in protein, minerals and vitamins. His decision was based on the results of a survey conducted by the marketing research department of his company which suggested that a majority of the people in India were suffering from protein deficiency and any product enriched with protein would be very successful in the market.

The company manufactured and promoted its new products under the brand name of 'Triple Plus Protein'. It was supplied to the consumers in 400 gms packet consisting of 60 biscuits at a price of INR 445. The product was heavily advertised in newspapers, health magazines, radio and television. The target audience for the product were health conscious upper middle class people who could afford the product. The main USP of

the product was the fact that these biscuits contained three times more proteins apart from additional minerals and vitamins.

The company distributed its products through 50 stockists spread all over the country and also through 150 medical representatives who gave discount coupons of 10% to the doctors to be passed on to their patients for purchasing these biscuits. However, despite all these efforts, the product was unable to attract customers. The pharma company was able to achieve only 25% of its sales target in the first year of its launch and its sales remained static even in the second year.

Questions:

- (a) Make a SWOT analysis of the above company. (10 Marks)
- (b) As a marketing manager, suggest a suitable marketing plan for the new product launched by the company. (10 Marks)