

JK LAKSHMIPAT UNIVERSITY, JAIPUR
INSTITUTE OF MANAGEMENT
END TERM EXAMINATION (JANUARY 2022)
BBA-III Semester (Re-test)

Time: 2 Hours
MM: 40 Marks

Course: Principles of Marketing
Course Code: MA1101

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

Section-A

- Q.1 Head and Shoulders Shampoo has targeted a new segment of people with dry scalps. To be useful, a segmentation scheme must produce segments that meet five basic criteria. Name and briefly describe each of these five criteria, and assess whether a dry scalp segment meets these criteria. 10
- Q.2 Most often the rival firms change their prices to capture the market. What should the firm do when rivals change their prices? When should the company initiate a price change and how should it respond to price change by a competitor? 10
- Q.3 Design marketing mix for following products. Justify your answer: 10
- | | |
|----------------------------------|--------------------------------|
| (a) Portable MP3 Player | (b) Branded Wheat Flour (Atta) |
| (c) Any consumer durable product | (d) Mobile phone |

Section B

- Q.4 Read the given case study and answer all the questions that follow. 20

ABC Pharmaceuticals, an Indian company was established in 2010 to manufacture, distribute and market pharma drugs. The pharma company had successfully survived in the market in spite 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 2019, 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 stockiest 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