



IMT-143

MARKETING MANAGEMENT 2

Notes:

- Write answers in your own words as far as possible and refrain from copying from the text books/handouts.
- Answers of Ist Set (Part-A), IInd Set (Part-B), IIIrd Set (Part – C) and Set-IVth (Case Study) must be sent together.
- Submit the assignments in IMT CDL H.O. along with the assignments Question Papers for evaluation .
- Only hand written assignments shall be accepted.

A. First Set of Assignments

5 Questions, each question carries 1.5 marks.

B. Second Set of Assignments

5 Questions, each question carries 1.5 marks.

C. Third Set of Assignments

5 Questions, each question carries 1.5 marks. Confine your answers to 150 to 200 Words.

D. Forth Set of Assignments

Two Case Studies : 7.5 Marks. Each case study carries 3.75 marks.

SECTION - A

- Explain the differences between value- based pricing and cost based pricing .
- Explain factors affecting price .
- Explain market –skimming and market penetration pricing strategies . Why would a marketer of innovative high tech products choose market skimming rather than market penetration ?
- Explain how channel members add value for manufacturers and consumers?
- What is online retailing? has it benefited the small retailer ? explain.

SECTION - B

- Name and describe the common methods for setting promotion budget.
- Explain in what circumstances we should use emotional appeal with relevant examples .
- Describe the terms reach , frequency and impact with examples from TV, Radio, print and electronic media.
- Differentiate between Public relations and Publicity .
- Discuss the role of personal selling in the promotion mix . In what situations is it more effective than advertising ?

SECTION - C

- Explain the ways in which companies can conduct online marketing
- Discuss the benefits of direct marketing to both buyers and sellers .
- Discuss various methods of entering global markets ? which method would you suggest for a mid size Indian MNC selling technology related products .
- Explain the concept of Integrated marketing communication in the light of a campaign .
- Explain, what do you mean by “ marketing audit “ ?

CASE STUDY - 1

Marketing and Distribution of Mushroom

Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms.

Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore.

Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food..

Questions

- A. How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?
- B. What would be your suggestions for distribution channel for mushrooms?

CASE STUDY - 2

Boroline antiseptic cream has come a long way since its launch in the pre-Independence era, in 1929: the winter cream that hails from West Bengal has, over the years, become a family brand trusted by generations. It has enjoyed a long period of intense monopoly in East India, has survived stiff competition from international brands and me-toos, and been part of the Superbrands India list for 2003-05. All this has been accomplished with minimal alteration in its look/packaging and a wholesale driven strategy for a long time.

Boroline has a strong penetration in East Indian markets such as West Bengal, Assam and Orissa. In its initial years, word of mouth is what made the brand popular – of course, this was helped by the fact that back in 1929, it was perhaps the only cream of its type available. In the 1950s, Boroline eyed its communication in an organised way, with the strapline 'Tender Face Cream' (positioned as a cosmetic face cream). In the '60s, customer feedback made the company realise there was a change in the way the product was being consumed – it was graduating from a face cream to a multi-purpose cream for the skin, particularly for curing intense dryness, and the brand then represented 'Boroline for the skin. The skin needs Boroline'. Print and radio heavy advertising dominated this period. During the '60s, Boroline became a national brand from a purely East-driven one. Since then, it has been advertised in many major Indian languages. The '70s saw the brand becoming more aggressive, with 'Boroline has no substitute', while in the early '80s, it moved beyond a purely cosmetic purpose and became 'The hard working cream that protects your skin'. Later into the decade, it shifted gears with 'In a world full of surprises, thank goodness you can count on Boroline'.

With the emergence of aggressive competition (particularly sophisticated me-too brands) in the '90s, Boroline asserted its position with 'The Original'. "Yes, there was a setback in this period due to me-too products. But the efficacy of the product and our loyal user base helped us get out of the hard times," Debashis Dutta, managing director, GD Pharmaceuticals, tells . From a peak market share of 95% to its 20% market share today confined only to antiseptic creams what has been the reason of boroline 's debacle.

Questions:

1. What suggestions will you make to the brand for promotions ?
2. Prepare a print Advertisement for the firm to attract the lost market .