

**Regu. H - 562**

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**M.B.A. - I (Semester - II) Examination, 2013**

**MARKETING MANAGEMENT (Paper - IX)**

**Sub. Code : 48328**

**Day and Date : Monday, 20 - 05 - 2013**

**Total Marks : 70**

**Time : 10.00 a.m. to 1.00 p.m.**

- Instructions :**
- 1) **Question 1 and 5 are Compulsory.**
  - 2) **Attempt any two questions from question 2 to 4.**
  - 3) **Figures to the right indicate full marks.**

**Q1) Case Study**

Medimix is an ayurvedic soap made & marketed by Chennai-based Cholayil group. It has built its success on medical platform on ethical basis.

Revenue: Rs. 50 Crores (1999)

Rs. 200 Crores (2002)

Rs. 300 Crores (2008)

ORG Rating: No.9

Marketing: No high -decibel promotion

Down- to -earth packaging

No compromise on its shape, perfume or colour

Sensitive towards environment

Marketing by Values

Discharging Social Responsibilities

Ethical Product & Promotions

Consumer Protection

Ethical advertising

Plants: Six plants make 1.5 crore cakes of soaps each weighing 75 gms & 30 lacs cakes of 125 gms variety

**P.T.O.**

**Manufacturing**

**Process:** Manual. No power used  
Cutting done by hand -operated hydraulic cutters  
Modern plant to be set in Goa  
Planting of herbs in 300 acres  
Water Steaming  
Controlled techniques to air pollution

**Origin:** Dr, V.P.S. Sidhan, after retiring from the railways, focused on skincare products of ayurvedic origin. His work with Viprathy Oil (extract of Oil Ginger) & its effectiveness in treating skin conditions yielded promising results. He wanted to deliver the benefits of this research & thus Medimix was born. It contains 18 herbs & coconut oil base. In 1969, Medimix was launched.

**Word-of-mouth**

**Publicity** The soap got established in the market on the basis of word-of-mouth publicity given by the actual users

**Tones Sold** 2625.3 tones (July-September; 2006 — ORG figures) out of which 1873.7 tones were sold in South zone only. In south, It is the sixth highest seller. Total soap market 3 lace tones. Ayurvedic soaps comprise 7 percent of which Medimix has 3 percent

**National Marketing** The brand went national just in 1999.

**Rural Marketing** Medimix started its sale from rural markets .The village “Kiranawalla” was targeted. It influenced the decisions of the buyers .Village melas were attended. People were addressed directly.

**Competitor** “Chandrika”- It has taken the direct marketing Route

**Hotels Targeted** Between 1969 & 1990 the grown was slow. The firm has taken off now. It targets 3000 small hotels all over India. Soaps supplied at cost, not MRP

**Further targets** NRIs in the Middle East

**Exports** Brazil & Italy

**Questions for Discussion:**

- a) "Instead of trying to market what is the easiest for us to make, we must try to find out much more - what is the consumer willing to buy? In other words, we must apply our Marketing creativeness more intelligently to Consumer rather than products." Explain this statement in the context of the modern marketing concept with reference to above case. [15]
  - b) "Back to nature" can be platform on which many products are sold. Can you think of other such examples? [5]
- Q2)**
- a) Define marketing management? Discuss in brief the importance and core concepts of marketing. [8]
  - b) 'Marketing Planning can be considered as the nerve-centre of marketing management.' Elucidate. [7]
- Q3)**
- a) What is Marketing Mix? Comment in brief upon its ingredients or inputs. In what way marketing mix concept help the marketing firms? [8]
  - b) What is market segmentation? Comment on different bases of market segmentation. [7]
- Q4)**
- a) What do you understand by the term 'consumer behaviour'? Why is it all marketing decisions makers are evolving all marketing activities around the consumer? [8]
  - b) Define Promotion Mix. What are the elements of a promotion mix? Explain. [7]
- Q5) Write Short Notes. (Any Four) :** [20]
- a) Careers in Marketing.
  - b) Consumer buying process.
  - c) Product positioning.
  - d) Pricing Methods.
  - e) Micro marketing Environment.
  - f) 5 M's of advertising.

