



Regu-N – 340

Seat No.	
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M.B.A. (Part – I) (Semester – II) Examination, 2012
MARKETING MANAGEMENT (Paper – IX) (New Course)
Sub. Code : 48328

Day and Date : Saturday, 19-5-2012
Time : 10.00 a.m. to 1.00 p.m.

Total Marks : 70

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

1. **Case study :**

20

Vicks

History :

A chemist Lunsford Richardson developed this in a tiny pharmacy (porter and Tate, South Carolina) in 1890 as a remedy for own baby who had cough and breathing difficulty. Camphor, eucalyptus oil and Japanese menthol were mixed in petroleum jelly.

Initial Name : Vicks Magic group Group
Pneumonia Save

Trade Mark : Red triangle, Blue and Green Jar

Brand Vicks Vaporous (1912), Born after 22 years of its first formulation :

Early Marketer : Smith Richardson (son of Kunsford baby with the cough)

Introduced in India : 1951 It has reached India after 41 year of it first formulation.

Marketers : Vicks produces earlier Richardson Hindustan later, Procter and Gamble now. (since 1985)

Positioning option : As a balm

As a rub for cold

Sales : Seasonal in winter all over

Seasonal in monsoon in India

B.T.O



- Pack:** In the mid-60's 5 gm pack it within the reach of millions. In 1999 it launched bigger pack size.
- P & G acquired vicks : In 1985 P & G acquired icharson Merrell. RHL was acquired by & P & G India. P & G thus acquired Vicks
- Brand**
- Extensions :** Inhalers
Cough drops
Mouth Fresheners
Cough Syrup
Vicks Hot Sip
Vicks Action Formula 44
Vicks Sinex (1966)
- Sales :** 80 million packs a year
- The largest selling medicine in the country Rs.183 crores in 1997
- Agencies :** National advertising to begin with. It continued till the late 70's Chaitra later. Sol was the third agency. Everest started handling the account in 80's 'Happy Birthday Mummy' is an Everest commercial. Account was handled Madison, now it has shifted to Ambience.
- Competition :** D'Cold (Paras)

Questions for discussions :

- Analyze the case and give suggestions how should Vicks diversify their business. Suggest Channel Structure to Vicks for distribution in Asian market.
- What competitive marketing strategies would you suggest for Vicks and why ? How Vicks can use Emotional and Rational appeals in its communication ?



2. a) A Marketer in the cosmetics industry once remarked : “In the factory, we make cosmetics; in the drugstore we sell hope”. How does this relate to the marketing concept and the need for marketers to understand consumer behavior ? 8
- b) Discuss in brief the steps involved in Marketing Planning Process. Make a strategic plan for launching a Consumer Electronic Product. 7
3. a) Explain the concept of product and promotional tools. What are the main elements of Promotional Mix ? Explain. 8
- b) What is Market Segmentation ? Discuss in brief its importance. Comment on different basis of Market Segmentation. 7
4. a) Explain the concept of Consumer behavior. Discuss in brief factors influencing on consumer buying behavior while considering consumer durable product. 8
- b) Explain the concept and role of product distribution in marketing. What are the different types of distribution channels. 7
5. Write short notes (**any four**) : 20
 - a) Careers in marketing
 - b) Methods of pricing
 - c) Functions of packaging and labeling
 - d) Social and cultural environment
 - e) Functions of branding
 - f) 5 Ms of advertising.