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M.B.A. (Part - I) (Semester - II) Examination, May - 2014
MARKETING MANAGEMENT (Paper - I) (New)
Sub. Code : 57112

Day and Date : Monday, 12 - 05 - 2014**Total Marks : 80****Time : 10.00 a.m. to 1.00 p.m.**

- Instructions :**
- 1) **Question No. 1 and 5 are compulsory.**
 - 2) **Attempt any two questions from Question Nos. 2 to 4.**
 - 3) **Figures on the right [within bracket] indicate maximum marks.**

Q1) Analyse the case and answer the questions given at the end:

Bombay Oil Industries Ltd. launched Saffola, edible refined sunflower oil in Mumbai and the western region. The brand offered in one, two, five litres tins, was the lone player in this category. The firm had no corporate image and brand had to build from scratch. In order to establish its identity and differentiate it from other edible oils, the firm decided to build on the health platform by talking about the product's 73 per cent PUFA (Poly Unsaturated Fatty Acid) content which reduce the blood cholesterol levels. The slogan coined by ad agency was "Saffola-good for heart." The brand was targeted at a niche, was the health conscious, stress-prone, urban consumers above 50 year of age. They used press ads and doctors' recommendations to take this product to the consumers' kitchens. To reinforce the association of the brand with the prevention of heart disease, the symbol of heart was conspicuously printed on the pack. After the firm started advertising the brand in newspapers and magazine regularly, the sales graph rose steadily. Another development that hurt the brand most was the launch of several brands of refined sunflower oil by the big boys of the industry including ITC and HLL. These sunflower brands were launched on the same health platform that was the Unique selling Proposition (USP) of Saffola and targeted the same segment. As a result, Lipton's Flora and ITC's Sundrop started eating into Saffola's market. Not only were these brands being promoted vigorously they were also 20-15 cheaper than Saffola. To counter the problem, the company decided to increase metal containers to one litre PET bottles and five litre plastic cans. To reduce the uncertainty in raw materials procurement, the company established direct link with farmers. The non-sunflower growing farmers in

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Gujarat, Madhya Pradesh, Rajasthan, Karnataka and Tamil Nadu were persuaded to grow Sunflower as an in-between crop. To change the brand's image from curative to preventive, the message 'good for prevention to heart disease' was strongly communicated through the press and television. The brand was promoted as edible oil that was redefined to include all men and women above 39 years of age living in hectic urban life. The agency used a suitable fear appeal very effectively in its ads. Saffola is at present at Rs. 550 million brand. It has 10 per cent share in the total refined oil market. The company has built its entire strategy around 'good for heart' core value of the brand.

Questions : [20]

1. Analyse the case using SWOT analysis.
2. As a marketing manager critically examine the case and discuss some core marketing concepts in the case.

- Q2)** a) Explain the concept and importance of Market Segmentation? Explain the bases for Consumer goods Market segmentation in detail? [10]
b) Explain product positioning with a suitable example? [10]

- Q3)** a) Explain the importance of Marketing planning? Explain in detail the marketing planning process? [10]
b) What is marketing environment? Explain in details the micro and macro marketing environment with suitable examples? [10]

- Q4)** a) What are the different pricing methods? Explain the factors affecting pricing decisions? [10]
b) What is the meaning and importance of Consumer buying behaviour. Explain the Consumer Buying behavior process in detail. [10]

- Q5)** Write short notes on: (Any four) (5 marks each) [20]
- a) Alternative channel of distribution.
 - b) Product Life Cycle.
 - c) Types of products.
 - d) 5 M's of advertising.
 - e) Logistics Management.
 - f) Forecasting and demand measurement.

