

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-II-EXAMINATION- SUMMER-2024

Subject Code: 1529603**Date: 10/06/2024****Subject Name: Marketing Management****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Segmentation (b) Public Relation (c) Sales Promotion (d) Advertisement (e) Brand Equity (f) Skimming Pricing (g) Wholesaling	14
Q.2	(a) Explain 10 Marketable entities in detail.	07
	(b) Define Marketing. Explain the concept of Value Chain and Marketing as a Value delivery process with the help of an example.	07
OR		
	(b) Explain the Consumer Buying Process in detail with an example	07
Q.3	(a) Explain the steps of setting the price. What are some of the price adaptations and strategies used by marketers to remain competitive in the market place using pricing as a tool?	07
	(b) An ayurvedic hair growth gel product company wants to identify segments in Gujarat market. Hair growth gel is applied for hair fall problems before hair wash. The company is expecting you to identify segments and offer a target segment for entry. Justify your answer.	07
OR		
Q.3	(a) Define Advertising. Explain the 5 M's of Advertising	07
	(b) As a Sales Representative of a leading life insurance company, illustrate how you can go through the eight-step personal selling process?	07
Q.4	(a) ITC the market leader in FMCG is planning to enter the ready to eat food segment in the Indian market. What are steps that the brand should follow for the Brand Positioning of its new range of ready to eat food?	07
	(b) Explain Competitive strategies that can be adopted by Market Challengers.	07
OR		
Q.4	(a) Explain the characteristics of service and how are they different from physical goods.	07
	(b) Define Sales Promotion. Explain few major tools of sales promotion	07

Q.5 Case – Kellogg’s Special K

Kellogg’s is the leading producer in the cereals and convenience food industry, globally. It was formed in the year 1906 in Battle Creek, Michigan. It has had a history of providing healthy breakfast for more than 100 years. Today, it sells its products in more than 180 countries and has its manufacturing base in 18 countries. It markets more than 1500 products worldwide, which includes more than 100 ready-to-eat cereals. Kellogg’s entered the Indian market in 1995 and has invested over 150 crores.

The traditional Indian breakfast in India consists of roti, paratha, poori, dal, upma, dosa, idli, fish, etc., depending on which region people come from. Kellogg’s products were alien to the Indian market. Kellogg’s to establish itself in the Indian market had to face many challenges like non-acceptability of goods, lack of adaptability, unchanged traditional eating habits, skepticism for processed food, and price sensitive customers. Kellogg’s fought through these hurdles and successfully penetrated in the Indian markets using various marketing strategies. It created awareness of its product by educating people about benefits of eating cereals for breakfast. Innovative marketing along with efficient brand-building activities and an efficient supply chain network, enabled Kellogg’s to create its market in the breakfast segment in India.

Gradually, with increase in the acceptability of Kellogg’s products in the Indian market, Kellogg’s expanded its range of products. It launched a new brand called ***Kellogg’s Special K***, which consisted of cereals, bars and snacks. This brand was offered as a low-fat breakfast option. The target consumers were the working, and health-conscious women. However, this product was not very successful in the beginning. Kellogg’s then made a comeback with a better advertising strategy. It then appointed the actress Lara Dutta as its brand ambassador. In the TV commercial she promoted the product by stating that the secret behind her maintained physic is eating Kellogg’s Special K everyday for breakfast. The USP of this product was that it was 98% fat free, full of fibre, Vitamin A, B and C. It is made from wheat and is coated with honey for taste.

The product for good reviews but Kellogg’s limited its market to a niche customer base. Anupam Dutta, MD, Kellogg’s India said to Business Standard, “the brand meets a specific customer need, has been growing at a terrific pace across the globe. It took nearly 50 years to deliver annual sales of \$1 billion, but took only two years to grow annual sales to \$1.5 billion. Plus it targets Indian customers who are getting increasingly health conscious.”

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| <p>(a) Kellogg’s Special K products are only meant to target weight and health-conscious women. Is this positioning, right?</p> <p>(b) What are the advantages and the disadvantages of this positioning? Is Kellogg’s restricting its market?</p> | <p>07</p> <p>07</p> |
| <p>OR</p> | |
| <p>Q.5 (a) Explain the bases of segmentation used by Kellogg’s</p> <p>(b) Who is the target market for Kellogg’s products?</p> | <p>07</p> <p>07</p> |
