

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-II-EXAMINATION-SUMMER-2025

Subject Code: 4529203**Date: 04/06/2025****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) Sales Promotion (b) Positioning (c) Augmented Product Level (d) Skimming Price (e) Flanker Brand (f) Sub Brand (g) Brand Recall	14
Q.2	(a) Explain various stages of the consumer buying process. Also, discuss how marketers can identify about the stages in the buying process for their products. (b) Define Marketing. Explain the concept of Value Chain and Marketing as a Value delivery process with the help of an example.	07 07
OR		
	(b) How would you, as a global automobile manufacturer and market leader, manage the holistic marketing effort?	07
Q.3	(a) Various factors have contributed to the increased importance of packaging as a marketing tool. List and describe in detail. (b) Explain the marketing strategies applicable to various stages of the Product Life Cycle.	07 07
OR		
Q.3	(a) Define Advertising. Explain the five M's of Advertising in brief (b) Discuss the Premium Pricing, Market Penetration Pricing and Psychology Pricing with relevant example/s in brief.	07 07
Q.4	(a) Explain the concept of brand extension and line extension with the help of suitable examples. (b) The Backpack (bags which are put on the backs) market in India is growing faster than most of the developed markets. Backpacks are mainly used for carrying laptops, some clothes, a water bottle, and some extra space for other items. VIP and Samsonite are the major players in this segment. You have been appointed as a consultant for a new player who wants to enter this segment. What are the criteria for segmentation that you will use for evaluating this Segment What are the bases of segmentation you will use for identifying segments in this category	07 07

OR

- Q.4 (a)** Hindustan Unilever the market leader in the fast-moving consumer goods category is facing tough competition from Proctor and Gamble, ITC, and other small players. What strategies do you suggest for Hindustan Unilever to defend its market share? **07**
- (b)** Launching new products at regular intervals has become one of the key success factors for any company today. Thus, the new product development process has become an important area for any company aiming at a leadership position in the market. With this as a background, discuss the steps of the new product development process for companies. **07**

Q.5 Case Study :

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 the Indian markets using various marketing strategies.

It created awareness of its product by educating people about the 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 an 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 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 every day for breakfast. The USP of this product was that it was 98% fat-free, full of fiber, 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, and 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."

- Q.5 (a)** Kellogg's Special K products are only meant to target weight and health-conscious women. Is this positioning right? **07**
- (b)** What are the advantages and disadvantages of this positioning? Is Kellogg's restricting its market? **07**

OR

- Q.5 (a)** Explain the bases of segmentation used by Kellogg's. **07**
- (b)** Who is the target market for Kellogg's products? **07**
