

MBA.II/04.17.0482

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MBA (TT)/MBA (IB) DEGREE II SEMESTER EXAMINATION APRIL 2017

SMT 2202/SMI 2202 MARKETING MANAGEMENT
(Supplementary)

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer **ALL** questions)

(5 × 2 = 10)

1. What is marketing environment?
2. Differentiate between targeting and positioning.
3. What is product mix?
4. Differentiate advertising and sales promotion.
5. What is 'green marketing'?

PART B

(Answer **ANY FIVE** questions)

(5 × 4 = 20)

6. Explain the importance of marketing environment scanning.
7. Describe the marketing research process.
8. What is market segmentation? Explain the basis for consumer market segmentation.
9. Define consumer behavior. Explain the factors which affect the consumer behavior.
10. Discuss the major factors which cause failure of a new product.
11. Discuss the major cost-oriented methods of fixing setting prices.
12. Discuss some of the new issues in marketing in the context of globalization.

PART C

(Answer **ANY TWO** questions)

(2 × 10 = 20)

13. Define product life cycle. Explain the stages of product life cycle and its effect on marketing.
14. What are channels of distribution and how are they determined?

(P.T.O.)

15. Read the following case and answer the questions.

SOOTHING SAVLON DOES NOT HURT DETTOL

The ANTISEPTIC LIQUID MARKET IN India is ruled by Dettol, which is the market leader in this segment. It was launched in 1936 by Reckitt and Benckiser and the product was very successful, with virtually no competitors. On the other hand, in more than 50 years of operating in India (since 1957), Johnson & Johnson Limited had gained a reputation for delivering high-quality products.

In 2003, Johnson & Johnson Limited launched Savlon in the Indian market as an antiseptic liquid that helped *healing without hurting by not only killing germs, but also preventing their re-growth*. Media reports also backed Savlon as a better product than Dettol on the grounds that it did not create stinging sensation and that the scent was far better than Dettol. However, Savlon could not achieve its desired success, and could hardly break into the brand equity built by Dettol. Today, Savlon occupies only a negligible portion of the market.

While Johnson & Johnson tried its level best to see that the product meets the needs of the target audience, the question is: what marketing strategy would have to be developed to gain acceptance in the market.

Questions:

- (i) Why do you think the market did not accept Savlon's soothing product?
- (ii) Should Savlon be re-introduced as product with attributes similar to Dettol?
- (iii) Is there any particular market segment that Savlon try to appeal to? Give reasons for your answer.
