

**Subject Code: MB1323/R13**

**M B A- II Semester Regular/Supplementary Examinations, Aug - 2015**  
**MARKETING MANAGEMENT**

**Time: 3 hours**

**Max Marks: 60**

Answer any **FIVE** of the following

All questions carry equal marks. **Q.No.8 is compulsory**

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1. Describe the stages in the evolution of marketing concept. What is the stage in which the mobile phones market in India?
2. What are the Environmental changes the made India a most sought after market for MNCs?
3. Discuss the target market selection process for beverages in India.
4. What are the factors influencing pricing of branded apparel in India? What factors necessitate price cuts?
5. What is DOGMAR approach to advertising? How do you measure the effectiveness of Advertising effort?
6. What are the different components of Sales force Compensation?
7. What are the different components of Marketing Control?
8. **CaseStudy:**

Advertising is an art of making sure the target market receives advertising message and responds in kind. Horlicks has been traditionally targeted at elders. However, about 5 years ago, communication was changed with the introduction of different flavors. The TV commercial had children going around the town, cheering "Epang Opang Jhapang"-a chat without any meaning. However, the TVC showed their mothers deciding on the choice of health drink. Horlicks competitor Complan promised to make the kids taller. Now, Horlicks has gone a step further in promising not only height but a stronger body and a sharper mind. The new campaign for Horlicks gives the kids a motto: Badlo apne bachpan ka size. The new TVC has Darsheel Safary, the child protagonist of Taare Zameen Par, in the lead. Safary and his friends are on a mission to change things they dont like and question age old practices. Is Horlicks taking kids on a rebellious path? The TVC will be supported by print, radio and on ground activities and extended to Horlicks school programs, Whiz Kids Contest. In the late 2008, a legal battle broke out between Glaxo Smith Kline Consumer Healthcare (GSK) and Heinz India over the advertisements of their respective drinks Horlicks & Complan. The advertisements talked about how their respective brand was better than the other. Glaxo Smith Kline (GSK) has re-launched its Horlicks brand in three new flavors on the Indian market, according to reports in the Indian press. GSK has about 75% market share of Indias health drink market with Boost, Viva and Maltova, according to a report from Press Trust of India.

**Questions:**

- a) What positioning strategies are adopted by Horlicks?
- b) What alternative positioning strategies would you suggest for the sustained market shar

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