1 Answer in brief: (any five)  

(1) What do you mean by Positioning?

(2) How does a reference group affect the consumer buying behaviour?

(3) List down steps involved in marketing control process.

(4) Differentiate needs and wants. Give one example for each.

(5) What do you mean by marketing audit?

(6) Who are the different stakeholders in task environment of marketing?

2 (a) Differentiate selling orientation and marketing orientation.

(b) Write short note on profitability control.

OR

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2 (a) Explain various characteristics of marketing audit.  
   (b) Explain Marketing Management Process.

3 (a) List down steps involved in consumer buying behaviour. Explain first two steps of buying process in detail.
   (b) Heer, a daughter of orthopedic surgeon is now joining her father’s clinic after having completed her MS (Ortho.) last year. She wants to purchase a wrist watch. Discuss how all personal factors may affect while purchasing the wrist watch for herself.

   OR
3 Explain in detail various factors affecting industrial buying behaviour with examples.

4 (a) Explain any two levels of segmentation.
   (b) Read following case carefully and answer the question given below.

Sunteast Yippee

ITC has taken the aggressive approach for their noodles brand Sunfeast Yippee in the Indian market, which is dominated by Nestle Maggi for decades. The recent controversy of Maggi has called attention to this product category and thus has also seen a lot of activity with the launch of many new brands like Horlick’s Foodles by GlaxoSmithkline India, Knorr from HUL, Ching’s secret by Capital Foods Ltd., etc. And these players have been fighting out the competitive battles to get the most of the instant noodles market of the around Rs. 1500 crore and which is growing continuously at around 16% per cent growth rate.

One interesting thing is that all the players in this product category are coming with a completely different positioning in the market. ITC has also taken the different approach by focusing its noodles brand Sunfeast Yippee as a brand using the benefit positioning concept in which they
tried to position the product as a better alternative to Maggi on the basis of following three differentiating criteria, first point used by Yippee to position itself as a better alternative over Maggi; they are telling that it is safe and healthy. Along with this they are also telling the customers that they should have the choice of variety of masala with two variants in their product portfolio – Classic and Magic. The second point focused on the shape of the contents within the pack. The contents in other options available are in rectangular shape which have to be broken which leads to short pieces of noodles, where as in Yippee noodle pack the cake is in round shape which keeps the noodles intact and long and smooth. And third thing that it focuses upon is the fact that Maggi must be had immediately after it is cooked as after sometime the taste deteriorates and you cannot have it, whereas Yippee noodles promises that they can even be had after sometime.

**Question:**
Critically examine the positioning and differentiation strategy of Sunfeast Yippee.