RD-3528
Second Year B. B. A. (Sem. IV) (CBCS) Examination
March / April - 2017
Marketing Management - II

Time : 2 Hours] [Total Marks : 50

Instructions :

(1) Fill up strictly the details of signs on your answer book.

Name of the Examination :
Second Year B. B. A. (Sem. IV) (CBCS)

Name of the Subject :
Marketing Management - II

Subject Code No. : 3 5 2 8 Section No. (1, 2,...) : NIL

(2) Figures to the right indicate full marks allocated to that question.
(3) All questions are compulsory.
(4) Draw figure and give supportive examples as and when necessary.

1 Answer in brief : (any five) 10
(a) What is product life cycle ?
(b) Give two examples of price discrimination.
(c) Define the term: “Place” in marketing context.
(d) What do you mean by “Public relation” ?
(e) What do you mean by “Marketing Mix” ?
(f) Define the term “Packaging”.

2 (a) Write detailed note on Labeling. 7
(b) Discuss any two methods of pricing in detail. 6

OR

RD-3528 ] 1 [Contd...
2 (a) What are the characteristics of introduction stage of Product Life Cycle for any product? Discuss relevant marketing strategies for introduction stage of PLC.

(b) Explain first three steps of pricing.

3 What is retailing? Discuss functions of a retailer. Also discuss various marketing decisions of retailers.

OR

3 (a) Write a detailed note on channel management decisions.

(b) What can be the most appropriate levels of channels of distribution for following products? Justify your answer.

(1) FMCG (Fast Moving Consumer Goods)

(2) Petrol

(3) Car

4 (a) Write a note on classification of consumer goods.

(b) Read the following case and answer the questions given below it:

Coca-Cola India is one of the country’s leading beverage company, offering a range of healthy, safe, high quality, refreshing beverage options to consumers. Kinley water comes with the assurance of safety from
the Coca-Cola Company. In August 2001, Kinley launched an ad campaign with the tag line “Boond Boond mein vishwas” (Trust in every drop). The ad focused on trust in relationships. The 40 second commercial opens in a rural setting, showing cracked earth and a young boy waiting for rain. A Kinley truck arrives and sprinkles water all over. The boy’s face breaks into a smile. The ad also shows a father running behind his son’s school bus to hand over a Kinldy bottle.

Commenting on the ad, Pandrang Row, Executive Creative Director McCann-Erickson, Kinley’s ad agency said, “We were trying to show images where people had to trust the water they were drinking, or giving their children. Kinley is the water you use when you need to be able to trust what you’re drinking or giving someone to drink.”

As part of its new re-branding campaign, Coca-Cola has changed the packaging design on Kinley water bottle which would be available in 500 ml and 1 liter packages and 20 and 25 liter bulk jars in the price range of Rs. 8 to Rs. 75. Apart from this, 200 ml pouches were made made available in the rural areas. The bottle now comes in a new ‘easy to hold’ shape. The label has also been changed from the previous blue to transparent one, the reason was to show purity.
Apart from television, outdoor and on-truck advertising is also being used as a part of its communication strategy. Kinley has around 19.5 per cent market share followed by Aquafina (18 per cent), in the packaged drinking water segment.

Questions:

(1) Explain first three steps of integrated marketing communication process.

(2) What additional promotional mix elements can be used to promote the Kinley?