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10MBA16

**First Semester MBA Degree Examination, June 2012**  
**Marketing Management**

Time: 3 hrs.

Max. Marks: 100

**Note: 1. Answer any FOUR full questions from Q.No.1 to 7.**  
**2. Q.No. 8 is compulsory.**

- 1 a. Differentiate between selling concept and marketing concept. (03 Marks)  
b. Discuss the special characteristics of services marketing. Illustrate with real life examples. (07 Marks)  
c. Explain various buying motives. What are the influences of these motives on the purchase process? (10 Marks)
- 2 a. Explain the concept of 'Marketing Myopia' with an example. (03 Marks)  
b. Explain in detail the four product mix dimensions. (07 Marks)  
c. Describe the major variables used to segment consumer market. What are the requirements for effective segmentation? (10 Marks)
- 3 a. Briefly explain the various types of buyer behavior. (03 Marks)  
b. Discuss the various kinds of pricing strategies in consumer marketing. (07 Marks)  
c. Explain the importance and features of marketing audit. What are the different types of marketing audit? (10 Marks)
- 4 a. Differentiate between personal selling and direct marketing. (03 Marks)  
b. What are the various roles played by individuals in the purchase process? (07 Marks)  
c. Discuss the stages in the new product development process. (10 Marks)
- 5 a. What do you understand by 'trading up' and trading down? (03 Marks)  
b. What are the components of marketing plan? (07 Marks)  
c. Suggest the appropriate distribution channels for the following products. Justify your suggestions.  
i) Television set  
ii) Motor byke  
iii) Detergents  
iv) Mobile phones. (10 Marks)
- 6 a. Package is a silent salesman. Justify your answer. (03 Marks)  
b. Describe the different types of vertical marketing system. (07 Marks)  
c. What is a brand? Discuss the various brand strategy decisions. (10 Marks)
- 7 a. Write a note on Network marketing. (03 Marks)  
b. Explain pull and push strategy used in product promotion. When is each one useful? (07 Marks)  
c. Explain the various steps involved in developing effective marketing communications. (10 Marks)

8 Case study:

Pharma company Alembic, the maker of cough syrup glycodin, plans to beef up its presence in the over-the-counter(OTC) medicines segment through acquisitions, prescriptions-to-OTC, switches, and new product launches. The company is actively considering promoting its nutrition brand protinules, a 9 crore protein supplement, directly to end consumers. The company is also looking at acquiring a product with OTC potential in the area of life style management.

Alembic started in 1907 with the mission of giving access to the best health care products at affordable prices to everyone, anywhere in the world. The company has one of Asia's most respected integrated pharmaceutical manufacturing facilities in Baroda, India, with R and D facilities spearheading landmark research in the areas of chemistry, Microbiology and Pharmaceutical technology.

Alembic's flagship brand is Glycodin cough syrup, which has been sold through the OTC route since the sixties. In fact Alembic's interest in the OTC market was rekindled in 1999 when it sought to revive the long neglected Glycodin. But even today the cough syrup market is dominated by many prescription brands in the market. Intense competition and squeezed margins in the prescription drugs market have led several companies to look at direct-to-consumer marketing. In recent years, Parke-Devis with brands like, Gelusil and Benadryl, Novartis with calcium sandoz are some of the better known companies to do so. According to market research firm ORG-MARG, a staggering Rs.3600 corer worth of medicines have the potential to be hawked directly to end consumers.

Alembic has a distribution network spans across India with one of the country's largest sales and marketing field force. The entire field force operates from 20 regional offices, maintaining relationship with over 1,20,000 doctors and 2,00,000 pharmacies. The company's distribution network includes 42 distributions and consignee agents, 16 regional Alembic Depots and 4200 wholesale dealers who ensure availability of the products. After having set in motion the process of putting up a separate SBU for OTC products with Glycodin, Alembic Ltd is planning to make Glycodin an umbrella brand for its range of OTC cough and cold formulation. The company is working on developing its 65-years old brand Glycodin as a mother brand by embarking on a brand extension exercise. As part of this, it plans to offer more varieties in the cold and cough segment like cough lozenge, and cold tables, among others. The company wish to use Glycodin is a brand to leverage the sales of newly proposed products. How ever Alembic failed to capitalize on the brand equity of Glycodin for its variant, Glycodin active, that it introduced a couple of years ago.

Questions:

1. A market research reveals, that there is a staggering Rs.3600 crore worth medicine have the potential to be hawked directly to end consumer as OTC. Discuss the opportunities and challenges to pharma marketing through the FMCG route.
2. Alembic has failed to extend Glycodin brand to Glycodin active. Why do such brand extensions fail?
3. What are the essential prerequisites for a brand extension?
4. What are the advantages of brand extensions? (20 Marks)

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