

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER- II EXAMINATION – WINTER 2019

Subject Code: 4529203

Date: 1-01-2020

Subject Name: Marketing Management

Time: 2.30 PM to 5.30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

	Marks
Q.1 Answer the following Questions.	14
(a) Define Offering.	
(b) Explain Point of Parity.	
(c) Explain Point of Differentiation.	
(d) Define Retailing.	
(e) Define Segmentation & Targeting.	
(f) Define a Brand.	
(g) Define Wholesaling.	
Q.2 (a) Explain the concept of Customer Perceived Value in detail.	07
(b) What are the various functions that packaging performs for any product?	07
OR	
(b) Define Services. What are the distinctive characteristics of services?	07
Q.3 (a) Explain the various stages involved in setting up of a price for a new product.	07
(b) Detail out the process of designing a marketing communication.	07
OR	
Q.3 (a) Define Marketing Channels. What are the various functions performed by channel partners?	07
(b) Define Advertising. Explain the 5 M's of Advertising.	07
Q.4 (a) Define Sales Promotion. Explain few major tools of sales promotion.	07
(b) Explain the Consumer Buying Process in detail with an example.	07
OR	
Q.4 (a) What are channel conflicts? Detail out some of the major channel conflicts that may arise?	07
(b) Explain the Customer Based Brand Equity model.	07

Q.5 CASE STUDY: ONTIME INDUSTRIES LTD.

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The timepieces industry popularly includes table clocks (with or without alarm facility), wall clocks and wrist watches. Out of the three, the wrist watches industry has the highest share in the Indian timepieces industry with about 80 percent. In the year 2019 the industry as a whole is valued at about Rs. 12,000 crore and is expected to grow by about 20 percent per annum with the majority of the growth coming from the wrist watches. This kind of growth was not expected in this industry about a decade back. But since the last decade slowly the industry has started to grow at a handsome rate, mainly propelled by the fact that time pieces have now evolved as not just an item for knowing time but they have become more of a lifestyle item. The changing Indian demography is also one of the reasons for this shift with increasing population in the age group of 18-30 and increasing disposable income. This is evident from the fact that the mid-price segment in the wrist watches, which consist of watches priced from Rs. 1,000 to Rs. 8,500 is contributed to the growth very heavily as compared to the other two segments viz. low-price segment (watches with prices less than Rs. 1,000) and premium-price segment (watches with prices greater than Rs. 8,500).

The mass segment of the wrist watches is dominated by OnTime Industries Ltd. (OIL) with another two players with minimum share. OIL has a very strong brand in the mass segment by the company name itself – ‘OnTime’. In the mid-price segment and premium-price segment it has no presence. The mid-price and premium-price segment are dominated by foreign brands so far. To grow further strong in the markets the company is thinking of launching 1 brand in the mid-price segment. The company has to develop a variety of product designs for this new brand in the wrist watches segment. Simultaneously it will also have to work up on the brand elements for the new brand. The company has appointed you as the consultant for the same.

Review the questions below and answer them for OnTime Industries Ltd.

Questions:

1. How should the company go about developing new designs and be sure about their acceptability?
2. What should be the brand positioning strategy for this new brand? – Elaborate on the brand’s target market, its differentiation strategy.

OR

1. Design the various brand elements for this new brand.
2. The company is thinking of launching this new brand as an extension of its already very successful brand ‘OnTime’. Should the company do so? Why?
