

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA(PART-TIME)- SEMESTER- II EXAMINATION – WINTER 2019****Subject Code: 4529903****Date: 2-01-2020****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.

- Q.1** Define following terms: **14**
- (a) Brand Equity
 - (b) Customer's Perceived Value
 - (c) POP and POD
 - (d) Service Mix
 - (e) 4 P's
 - (f) Personal selling
 - (g) Ingredient Branding
- Q.2** (a) What is Customer Based Brand Equity? Explain the CBBE model of building brand equity. **07**
- (b) What do you mean by "Non Store retailing"? Discuss various ways to implement non-store retailing. **07**
- OR**
- (b) List and explain some of the market challenger strategies of attacking the market leader with relevant examples. **07**
- Q.3** (a) Explain the marketing strategies applicable to various stages of the Product Life cycle with relevant examples. **07**
- (b) Explain the concept of "Market-Skimming" Pricing and "Market-Penetration" Pricing with suitable examples. **07**
- OR**
- Q.3** (a) Assume yourself as the Dealer of Hero products and design a mix of sales promotion tools for promoting the Hero bikes. **07**
- (b) Your College is thinking of buying new LCDs for the student council and activity center for your College campus. You have been appointed as the head of the purchase committee responsible for purchasing the LCDs. What are the steps you will follow with the help of your knowledge of the Organizational Buying Process? **07**

Q.4

CASE STUDY:

When Pepsi-Cola's total volume increased a mere tenth of a percent in 2000, the company quickly sought to boost sales by launching the first line extension of its popular Mountain Dew drink because Diet Mountain Dew debuted in 1988. A cross-functional team comprised of 35 people from seven Pepsi departments worked on developing the new product. The team considered several possibilities: Dew H2O bottled water; Dew Unplugged decaf Mountain Dew; a Mountain Dew sports drink; and a new Dew flavour. The company settled on creating a new flavour, and within 10 months, instead of the usual two years it takes Pepsi to develop a new product, launched a bright red cherry-flavored beverage called Mountain Dew Code Red.

For the launch, Pepsi used radio and outdoor advertising, as well as sampling and in-store merchandising. To build buzz for Code Red, the company sent free samples to 4,000 select consumers, such as hip-hop producer Jermaine Dupri and radio DJ Funk master Flex. The drink was heavily sampled at marquee sporting events such as the NCAA Final Four and ESPN's 2001 winter X games. Pepsi also developed a special Website for the brand that featured an interactive game called "Mission: Code Red 2." Additionally, Pepsi marketed Code Red to urban consumers. When research revealed that urban and ethnic focus groups preferred the name Code Red to Wild Cherry Mountain Dew, Pepsi stuck with the former. The company also developed an ad campaign titled "Crack the Code" that used graffiti-art design elements and an urban setting. Code Red attracted a rabid fan base. According to A.C. Nielsen, Code Red tested in the top five percent of all new product concepts ever tested among teens. The drink was also popular in the high-tech community. Two programmers who discovered a computer virus named it "Code Red" after the beverage they used to maintain late hours in front of their monitors. The virus eventually infected more than 700,000 computers. Pepsi sent the pair five cases of Code Red in appreciation for the free publicity. Within two months of its May 2000 launch, Code Red was the fifth-best-selling soft drink sold at convenience stores and gas stations (Mountain Dew is number one). This signaled tremendous success, considering that the drink came in only two single-serve sizes and the muted marketing campaign did not yet include television spots. Though the drink was launched midway through the second quarter of 2000, Pepsi credited the Code Red launch with helping to boost net sales 20 percent to \$962 million that quarter.

- (a) Discuss Segmentation, Targeting and positioning approach for Mountain Dew Code Red. **07**
- (b) What factors affect Product line decisions for a new product launch? **07**

OR

- Q.4** (a) Discuss new product development process in context of the Mountain Dew Code Red. **07**
- (b) "The success of the New product Mountain Dew Code Red is a result of integrated marketing communication". Elaborate statement in the light of the case. **07**

Q.5

CASE STUDY:

Nike's lead in the running category has grown to 60 percent market share thanks to its exclusive partnership with Apple. Nike (Plus) technology includes a sensor that runners put into their running shoes and a receiver, which fits into an iPod, iTouch, or iPhone. When the athlete goes for a run or hits the gym, the receiver captures his or her mileage, calories burned, and pace and stores it until the information is downloaded. Nike is now considered the world's largest running club. In 2008 and 2009, Nike hosted the Human Race 10K, the largest and only global virtual race in the world. The event, designed to celebrate running, drew 780,000 participants in 2008 and surpassed that number in 2009. To participate, runners register online, gear up with Nike technology, and hit the road on race day, running any 10K route they choose at any time during the day. Once the data is downloaded from the Nike receiver, each runner's official time is posted and can be compared to the times of runners from around the world. Like many companies, Nike is trying to make its company and products more eco-friendly. However, unlike many companies, Nike does not promote its efforts. One brand consultant explained, "Nike has always been about winning. How is sustainability relevant to its brand?" Nike executives agree that promoting an eco-friendly message would distract from its slick high-tech image, so efforts like recycling old shoes into new shoes are kept quiet.

Today, Nike dominates the athletic footwear market with a 31 percent market share globally and a 50 percent market shares in the United States. Swooshes abound on everything from wristwatches to skateboards to swimming caps. The firm's long-term strategy focuses on basketball, running, football, women's fitness, men's training, and sports culture. As a result of its successful expansion across geographic markets and product categories, Nike is the top athletic apparel and footwear manufacturer in the world, with corporate fiscal 2009 revenues exceeding \$19 billion.

- (a) What are the pros, cons, and risks associated with Nike's core marketing strategy? **07**
- (b) If you were Adidas, how would you compete with Nike? **07**

OR

- Q.5**
- (a) Discuss role of Co-Branding and Ingredient Branding for Nike increased market share. **07**
 - (b) Explain 4 P's for Nike. **07**
