

Savitribai Phule Pune University
Department of Management Sciences
MBA-BT Semester III
Semester End Exams Dec. 2014
305- Marketing Specialization I

Maximum marks: 50

Time: 3Hrs

Note: Answer sections I and II on different answer-sheets.

Section 1 (25 Marks)

Instructions:

- 1) **Question 1 is compulsory**
- 2) **From questions 2 to 6 answer any and only 3**
- 3) **Questions 2 to 6 carry 5 marks each.**

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1. We all would remember our mother's healing touch and the smell of 'Vicks' when as small kids we would need a treatment for a cold, cough or congestion. Today 'Vicks' has entered the pain management area with the launch of 'Vicks Multipain Relief Gel' with Virat Kohli as its brand ambassador.
 - a. Is this an example of 'Line Extension' or 'Brand Extension'? Justify your answer (3 marks)
 - b. Describe the decision making criteria for line extensions? (3 marks)
 - c. What are the advantages and disadvantages of brand extensions? (4 marks)
 2. What should be the criteria for a pharmaceutical brand to adopt OTC promotion?
 3. What are the elements that are used by companies in the pharmaceutical industry for 'Corporate Communication'?
 4. Explain 'Condition Branding'?
 5. 'Indian pharmaceutical companies should not focus on R & D as India is still coping to provide basic healthcare to a large percentage of its population. Rather we should focus on developing our abilities to provide existing medicines at affordable prices to serve this need.' Comment
 6. In the pharma industry it is better to focus on few therapy areas than focusing on a diverse product portfolio. Comment

Section 2 (25 Marks)

Note: All questions are compulsory.

Total Marks: 25

- Q1.) What major decisions are taken by companies in "Going Global?" 9 Marks
- Q2.) "Industrial Marketing is more challenging than Consumer Marketing." - Discuss. 8 Marks
- Q3.) Discuss the challenges faced by companies in managing New Products. 8 Marks