

Savitribai Phule Pune University
Department of Management Sciences (PUMBA)
Executive MBA
1st Year (Semester –II) External Exam April- 2015

201- Marketing Management

Time: 2hrs.

Marks: 50

Note: 1. All questions carry equal marks

2. Answer any three from Q1-Q5. Q6 and Q7 are compulsory.

1. Define 'marketing'. Explain in detail the functions of the marketing manager of 'Tata Motors'.
2. What is 'marketing mix'? People buy brands and not products, do you agree? Explain with an example.
3. Design a 'promotional campaign' for VIP luggage.
4. What is 'market segmentation'? Segment the market for a new brand of toothpaste launched in Pune.
5. What do you understand by 'distribution channel'? Design a distribution channel for Samsung mobiles in India.

Case study:

The Rs 588-crore Gillette India Ltd (GIL) is shedding its premium image with a more than 50 per cent reduction in the price of its Mach 3 razors through a new variant under its franchise. It has introduced a new Mach 3 razor at a price point of Rs 125 while its premium Mach 3 Turbo razors would continue to sell at Rs 315. However, the price of single-blade cartridges was dropped 15 per cent (from Rs 95 to Rs 80) compared with the high-end razors where a new brand under Mach 3 would be sold without the 'turbo' rubberized effect at almost half the price of the Mach 3 Turbo razor. The Rs 1,750-crore blades and razors category is currently dominated by Gillette at the top-end of the market, while family-owned Indian companies such as the House of Malhotra and Vidyut comprise the mass-end of the market. Gillette India is now trying to capture the mass-end of the category and would also be focusing aggressively on the rural market in the future. With affordability being the key to reach out to the belly of the market, Gillette is now playing the price card to garner more consumers

6. As a marketing professional do you feel that this policy of Gillette to target a lower price point will be successful? Why?
7. If you were the consultant to Gillette, what would you advise Gillette to focus on and why?