

University of Pune
Department of Management Sciences
MBA-BT Semester IV
Semester End Exams April 2015
406- Marketing Management SPL-III

Maximum Marks: 50

Time: 3Hrs

Answer Section 1 and 2 on separate answer sheets.

Section 1 (25 marks)

Instructions:

- 1) Question 1 is compulsory
- 2) From questions 2 and 3 answer any and only 1
- 3) Questions 2 and 3 carry 10 marks

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1. Brand Volini is more than a decade old and is promoted through a general division of Ranbaxy. Looking to the success of the brand at doctor level and subsequently the brand becoming very popular with the end users, Ranbaxy decided to move the brand to OTC.
 - a. As a growth driving strategy should Ranbaxy (currently Sun) consider line extensions or brand extensions to Volini? Justify your answer. (5 marks)
 - b. If your choice is line extension or brand extensions give two suggestions of each. (5 marks)
 - c. Currently we see promotion of Volini through TV commercials and outdoor marketing on buses, hoardings ...etc. Suggest two internet ideas to promote Volini? (5 marks)
 2. What are the reasons that are driving pharmaceutical companies towards CRM?
 3. What are the benefits of CRM in the pharmaceutical industry?

Section 2 (25 marks)

- Q1) 'Price is the only element of Marketing Mix that brings revenue to the organization'. Discuss the challenges faced in managing the Price for pharmaceutical industry. 10 Marks
- Q2 A) Discuss the significance of Core Competence and Competitive Advantage in developing marketing strategy.
- Q2 B) Discuss the various marketing strategies adopted by companies to stay ahead of competition.

15 Marks