Marketing Management

Marks (unit 11 & 12 carries 15 marks)

Points to be remember for solving the case studies

- Always read the question first what the question want
- Important line and points should be underlined at the time of reading the case
- In this chapter you just remember marketing mix ,elements of promotion mix ,product, price ,place and promotion

S.No	Questions	Marks
1	Dev wanted to purchase a fuel efficient car having the latest standards regarding	1
	minimization of pollution. He saw an advertisement offering such a car and visited the	
	showroom of the company wherein the car was displayed. In his discussion, the Marketing	
	manager told him that the company is providing credit facilities, maintenance services and	
	many other effective services which are helping in bringing repeat sales and developing	
	brand loyalty.	
	Identify the marketing function which the Marketing manager was discussing with Kumar.	
2	'TVS Ltd.' entered into the market with colored television and have now introduced	1
	products like audio systems, air-conditioners washing machines, etc. The company is not	
	only offering the products but also handling complaints and offering after-sales services.	
	The element of marketing-mix discussed here.	
	a) Product b) Price	
	c) Physical distribution d) Promotion	
3	'Chamoli Medicare Equipment Ltd.' manufactures equipment for surgeons having a unique	1
	laser technique. The equipment can be used by the surgeons only after proper training. Even	
	their maintenance requires guidance of specialized engineers. Because of this, the	
	equipment is used in a limited number of hospitals. The company wants to increase the sale	
	of the equipment.	
	Suggest the promotion tool to be used by the company giving reason in support of your	

	answer.		
4	Name the function of marketi	ng which is concerned with cost and location of target	1
	market.		
	a) Physical distribution	b) pricing	
	c) Transportation	d) storage and warehousing	
5	Which of the following is a Sho	opping Product?	1
	(a) T.V. Set	(b) Raw Material	
	(c) Sugar	(d) Milk	
6	One of the following is an eler	ment of Promotion Mix :	1
	(a) Product	(b) Price	
	(c) Personal selling	(d) Plant location	
7	Marketing is the process whic	h aims at	
	a) Production	b) selling	
	c) customer satisfaction	d) profit making	
8	Anything that can be offered	for market for attention, use and consumption that may	1
	satisfy need and wants is a/ar	1	
	a) Idea	b) product	
	c) demand	d) service	
9	If the sales forecasts will be have	aving higher degree of accuracy then the level of inventories	1
10	"How are you telling the targe	et customers about your product" this relates to which	1
	concept of marketing mix		
	a) product	b) price	
	c) place	d) promotion	
11	Stare whether the following s	tatement is True/False	1
	The spoken part of brand is ca	illed brand name.	
12	Marketing can be best unders	tood as:	1
	I. Pre production activity		
	II. Post production activity		
	III. Pre & Post production activ	vity	
	IV. Selling activity		

13	is also called as si	ilent salesman.	1
14	Under direct channels, firm have	intermediaries.	1
15	The communication tool which is used t	to improve the image or goodwill of the company is	1
	called		
16	Stare whether the following statement i	is True/False	1
	"Packaging and Labeling are same or syn	nonyms of each other"	
17	Match the following on the basis of suita	ability	1
	I. Zero Level	a)Colgate toothpaste	
	II. Two Level	b)Maruti Udyog	
	III Three level	c) Mail order House	
18	Match the followings examples with the	e items that can be marketed	1
	a) Visit to Udaipur	i) Event	
	b) Diwali mela	ii) Organisation	
	c) Hindustan Unilever	iii) Person	
	d) Lok Sabha elections	iv) Place	
19	Match the following characteristics of a	good brand name with its objective	1
	1. To differentiate from the	a) Adaptable	
	other products		
	2. To not get out of date	b) Versatile	
	3. To accommodate new	c) Distinctive	
	product		
	4. To advertise the product	d) Staying power	
	conveniently		
20	Match the following examples with thei		
	1. Basmati Rice	a) Generic name b) Brand name	
		b) Brand name	
	2.		
	3. Book	c) Logo	

	4. Maggi	d) Grading	
21	"Ideas for life" is the tagline of	1) 0	
	a) Samsung c) Panasonic	b) Google d)Sony	
22	Match the following functions of labeling		
22	1. Shampoo for normal hair	a) Sales promotion	
	2. No smoking on cigarette	b) Specifies contents	
	packet		
	3. Oil containing amla, neem	c) Grading	
	etc.	d) Daminad hu lau Caasifias	
	4. Buy one get one free	d) Required by law Specifies contents	
23	1 .	ted to which component of Physical Distribution	
	(a) Order Processing		
	(b) Transportation (c) Warehousing		
	(d) Inventory Control		
24	, , ,	to introduce a new hand wash in the market.	3
	Which factors will you consider to fix pri	ice of your product? Give any three points.	
25	JTM Ltd. launched 'Buddyline', an exerci	se book and comprehensive stationery brand name	3
	comprising of ball pens, gel pens and g	eometry boxes after identifying the target market	
	and understanding the needs and wants	of the consumers of that market. All their products	
	were of good quality and eco-friendly	but expensive. They wanted to distinguish their	
	products from that of their competito	rs. They spent lot of efforts, time and money in	
	creating the brand name, as they knew	that without a brand name, they can only create	
	awareness for the generic products and	can never be sure of the sale of their products. The	
	effort paid off and the demand for the	products started growing. The customers liked the	
	brand and became habitual to it. They d	lid not mind paying a higher price. Over a period of	
	time, it became a status symbol to b	uy 'Buddyline' brand because of its quality. The	
	consumers felt pride in using them.		
	(i) Identify the marketing management p	philosophy followed by JTM Ltd.	
	(ii) Explain the advantages of branding to	o the marketers highlighted in the above	
26	A company launched a new car running	on bio diesel. The launch event was covered by	4
	the popular newspapers and news chan	nels.	

	a) Which non-personal form of communication was used by the company?	
	b) How is it different for other non –personal mode of communication?	
	c) Explain any two demerits of the mode used by the company.	
27	Jay is working as the Chief Executive Officer of a soft drinks company. The company is doing	4
	its business in collaboration with a soft drinks company of France. Jay's friend, Swami, a	
	teacher of Business Studies in a reputed college was discussing the 'Marketing' chapter with	
	his students. He wanted clarity from Jay about the factors which affect the marketing	
	decisions. Jay explained that there were a large number of factors affecting marketing	
	decisions which may be divided into two categories: (i) controllable factors, and	
	(ii) non-controllable factors. Jay further explained that controllable factors became	
	marketing tools that can be constantly shaped and reshaped by marketing managers, to	
	achieve marketing success.	
	Identify and explain the set of marketing tools that can be constantly shaped and reshaped	
	by marketing managers.	
28	Your company has setup a coconut hair-oil factory in Coastal Kerala, with a production	4
	capacity of 10,000 bottles of 100 milliliter per day. The company plans to market the hair-	
	oil with the brand name 'Kale Kesh'. Design a label for the hair oil bottles.	
29	Oriflame have been working with skincare and that has been their area of expertise for more	
	than over 40 years. They combine their products with the best of what the nature has got	4
	to give, with the science behind it. Pure ingredients and very strict manufacturing standards,	
	little energy waste and strong environmental policies are the manufacturing mantras of the	
	company. Oriflame is aware of the growing concerns about environment so it is providing	
	products which are not tested on animals, without any perfume, natural ingredients which	
	cannot harm the skin or cause allergies use environment friendly techniques of production	
	Identify and explain the marketing philosophy followed by the company on the basis of :	
	a) main focus	
	b) means	
	c) ends	
30	Flipkart was set up by two software engineers from the Indian Institute of Technology,	5
	Delhi, Sachin Bansal and Binny Bansal, in 2007. It sold many items under various categories	

like apparels, appliances, books, etc. October being the festive season in India, the big ecommerce companies were looking to lure buyers through various attractive discounts and offers. Flipkart too declared a sale on October 6, 2014. The company spent a huge amount of money on its ad campaigns, installing servers to handle online traffic and deploying staff for processing the orders and delivering the goods. Unfortunately for them, things did not turn out quite as they expected. Flipkart's servers crashed, items went out of stock, and the prices of items changed during the sale. Buyers were outraged and took to the social media to express their ire. Manufacturers too accused the company of selling goods below the selling price. To protect the image of their company, Flipkart's founders sent out apology letters to the buyers regretting the inconvenience they had caused and assuring them that they would deliver better service in future. Despite all the hue and cry, Flipkart witnessed a mega sale of \$100 million (Rs 6 billion) in just 10 hours.

Name and explain the marketing concept was used by Flipkart to protect the image of the company?

- Reliance Jio Infocomm Limited is the subsidiary company of Reliance industry which provides 4G network service. Jio is the only Vo-LTE (voice over LTE) provider in the country. Reliance Jio was launched with free unlimited calling and data usage for 3 months which was extended for another three months later as a special offer. This was one of the biggest reasons for its popularity among the masses. After April 2017 customer has to pay for their calls and data usage there are many very reasonable price plans from which you can choose to use. Company used all types of medium for promoting its products in market i.e. print, electronic media, sponsorship of sports and game shows, Display and Hoardings, Social Networking Sites, departmental stores etc. at the end of the third month it provided another attractive offer for its existing customers to pay a sum of Rs. 300 once and enjoy the same service for next three months. As a result the company covered a major market share within a short span of time. It has launched its own mobile phones, wifi Routers also. In the context
 - a) Identify which types of promotional tools were used by the company?

of the above case:

32

- b) Identify and explain two features of promotional tools identified in part (a)
- 'Pushpanjali Ltd.', is manufacturing chocolates, biscuits, cakes and other similar products. The company is not generating enough profits. Saurabh, the Marketing

5

manager of the company got a survey conducted to find out the reasons. The findings of the survey revealed that in spite of better quality, the customers were not able to distinguish the products of the company from its competitors. Though the customers wanted to buy the products of 'Pushpanjali Ltd.' again and again because of its good quality, but they were not able to identify its products in the market. Because of this, the sales of the company could not pick up resulting in inadequate profits. Saurabh, the Marketing manager now realised that 'Pushpanjali Ltd.' had forgotten to take one of the most important decisions related to the product. What decision should 'Pushpanjali Ltd.' take so that its customers are able to identify its products in the market? Explain the benefits that may result to 'Pushpanjali Ltd.' and its customers if the above decision is taken. Pioma Industries, known for its Rasna SDC (soft drink concentrates) brand, decided to make its entry into the ready-to-drink beverages market. It believed that adding new products to existing product range would improve its sales. In India, the SDC product was introduced by Pioma Industries in 1976 under the brand name 'Jaffe'. It was renamed 'Rasna' in 1979. In the late 70's and 80's, company found in market analysis that people were habituated to drinking squashes and sherbets at home, and these were quite expensive. The company launched less costly substitutes of squashes and sherbets and that too in variety of flavours. Pioma Industries found a huge untapped potential in 1977 when Coca Cola's operations in the Indian market were closed down due to changed Foreign Exchange Regulation Act (FERA) laws for MNCs in India. This served as an advantage for Rasna in its bid to penetrate the market. In 2012 Rasna also ventured into ethnic products like Pickles, Paste, Chutney, Curries, Gravies, Snacks, and Instant tea mix, etc. Pioma Industries believed that adding ready- to-drink beverages under the flagship brand Rasna would help it gain new revenues as well as achieve consistent growth in its business. By quoting lines from the above paragraph identify and explain the marketing functions performed by the Pioma Industries. Since childhood Niru and Janak had been watching their grandmother procuring wheat from the market, washing it well, drying it and getting it converted into atta. They conducted a survey to collect data to identify whether there is demand for readymade

33

34

atta and realised that with the growing number of working women, it is the need of the

	hour to manufacture high quality atta. They named their product 'Srijan' and set up 'Srijan	
	Atta Factory' at Jaunpur Village. To penetrate in the market, they decided to keep the price	
	low. For maintaining smooth flow of their product into the market and avoiding delays in	
	delivery, it was decided to store wheat at SKM Services which had scientific processes and	
	logistics facilitating quick delivery. They also set up an online complaint portal to take care	
	of consumer grievances.	
	By quoting the lines from the above paragraph, state five marketing functions undertaken	
	by Niru and Janak for successful marketing of 'Srijan' atta.	
35	As the number of people making online purchase has increased manifolds, there is a growing	6
	concern about the disposal and management of packaging waste. Every item bought is	
	delivered with excess packaging and sometimes even non-biodegradable materials are	
	used.	
	In the context of the ab ove case :	
	a) Name and explain the different levels of packaging used by the marketer.	
	b) Describe any two functions performed by the additional packaging done in online	
	sold material.	
	c) State any two factors to be kept in mind by online marketer while designing the	
	packaging of its products.	

ANSWERS

MARKETING MANAGEMENT

1	Customer Support Services	1
2	a) Product	1
3	Personal Selling.	1
	This is because it is a complex product requiring technical details and is best	
	sold through shorter channels.	
4	Transportation	1
5	a) TV set	1
6	c) Personal selling	1
7	c) customer satisfaction	1
8	b) product	1
9	Low	1
10	d) promotion	1
11	True	1
12	III. Pre & Post production activity	1
13	packaging	1
14	Zero/no	1

15	Public Relation	1
16	false	1
17	i.(c), ii.(a)	1
18	a(iv) ,b(i) ,c(ii), d(iii)	1
19	1(c), 2(d), 3(b), 4 (a)	1
20	1 (d), 2(c), 3(a), 4(b)	1
21	c) Panasonic	1
22	1(c), 2(d), 3(b), 4(a)	1
23	(d) Inventory Control	1
24	Factors affecting prices (any three)	1x3=
	1. Cost	3
	Demand and utility	
	3. Pricing objectives	
	4. Extent of competition in the market	
	5. Government regulations	
	6. Marketing method used	
25	(i) Societal marketing philosophy.	1+2
	(ii) Advantages of branding highlighted in the above case are: (Any two)	
	(a) Helps in product differentiation.	
	(b) Helps in advertising and display programmes.	
	(c) Differential pricing.	
26	a) Publicity	1+1
	b) It is non- paid form of communication it is free of cost and comes in	+2= 4
	the form of news	
	c) i. no control on message	
	ii. news may be negative also	
27	Set of marketing tools that can be constantly shaped and reshaped by	4
	marketing managers are:	
	(i) <u>Product</u> Product is a mixture of tangible and intangible attributes which are capable of	
	being exchange for a value with ability to satisfy customer needs.	
	(ii) Price	
	Price may be defined as the amount of money paid by the buyer (or received	
	by the seller) in consideration for the purchase of a product or a service.	
	(iii) Place or Physical Distribution	
	Place or Physical Distribution is concerned with making the goods and services	
	available at the right place, in right quantity and at the right time so that the	
	consumers can purchase the same.	
	(iv) Promotion	
	Promotion refers to the use of communication with the objective of informing	
	potential customers about the product and persuading them to buy the	
	samec	

28	The following information is to be provided on the label in any form (any	1x4=
	four):	4
	Name of the product/ Kale Kesh	
	Name of the manufacturer/ Future Oils Ltd.	
	Address of the manufacturer/ 54, Chandni Chowk	
	Net weight when packed/ 100 ml	
	Manufacturing date/ 20th July 2015	
	Expiry date/ 20th December 2016	
	Maximum retail price (MRP)/ 40	
	Batch number/ D 4567	
	Directions for use/ For best results, massage with Luke warm oil	
29	Societal marketing concept/philosophy	1+3=
	Main focus: customers' need and society's well being Means: integrated Marketing	4
	Ends: Profit through customer satisfaction and social welfare	
30	Marketing concept used by Flipkart is Public Relation	1+3=4
31	a) Advertisement and Sales Promotion	1+2+
	b) Features of advertising1. Paid form	2 = 5
	2. Impersonal communication	
	3. Mass reach	
	4. Identified sponsor	
	Features of Sales promotion	
	1. encourage the buyers to make immediate purchase	
	2. include all promotional efforts other than advertising, personal	
	selling and publicity	
	3. provide short term incentives to boost the sales of a firm.4. it is usually undertaken to supplement other promotional efforts	
	such as advertising and personal selling.	
32	The decision which 'Pushpanajali Ltd.' should take so that its customers are	1+2
	able to identify its products in the market is Branding .	+2= 5
	Benefits that may result to Pushpanjali Ltd.: (Any two)	
	(i) Enables marking product differentiation.	
	(ii) Helps in advertising and display programmes.	
	(iii) Differential pricing.	
	(iv) Ease in introduction of new product.	
	Benefits that may result to the customers: (Any two)	

	(i) Helps in product identification.	
	(ii) Ensures quality.	
	(iii) Status symbol	
33	Functions of marketing performed by Pioma Industries	1x5=
	Market Planning: Pioma Industries, known for its Rasna SDC (soft drink concentrates) brand, decided to make its entry into the ready-to-drink beverages market Gathering and Analysing Market Information: In the late 70's and 80's, company found in market analysis that people were habituated to drinking squashes and sherbets at home, and these were quite expensive Branding: In India, the SDC product was introduced by Pioma Industries in 1976 under the brand name 'Jaffe'. It was renamed 'Rasna' in 1979 Pricing: The company launched less costly substitutes of squashes and sherbets and that too in variety of flavours. Product: In 2012 Rasna also ventured into ethnic products like Pickles, Paste, Chutney, Curries, Gravies, Snacks, and Instant tea mix, etc.	5
34	Marketing functions undertaken by Niru and Janak: (i) Gathering and analyzing market information is necessary to identify the needs of the customers and take various decisions for successful marketing of products and services. "They conducted a survey to collect data to identify whether there is demand for readymade atta and realised that with the growing number of working women, it is the need of the hour to manufacture high quality atta." (ii) Branding: It is the process of giving a name/sign/symbol to the product in order to distinguish the product from that of competitors. "They named their product 'Srijan" (iii) Pricing of product involves fixation of price of a product and taking various related decisions like pricing strategies. "To penetrate in the market, they decided to keep the price low." (iv) Storage or warehousing refers toarranging for proper storage of goods to maintain smooth flow of goods in the market and avoid delay in delivery. "For maintaining smooth flow of their product into the market and avoiding delays in delivery, it was decided to store wheat at SKM Services which had scientific processes and logistics facilitating quick delivery." (iv) Customer support Services aim at providing maximum satisfaction to the customers for developing brand loyalty for a product. "They also set up an online complaint portal to take care of consumer grievances."	5
35	 a) 1. Primary Package: It refers to the product's immediate container. In some cases, the primary package is kept till the consumer is ready to use the product. 2. Secondary Packaging: It refers to additional layers of protection that are kept till the product is ready for use, e.g., a tube of shaving cream usually comes in a card board box. 	3+2 +1= 6
	3. <u>Transportation Packaging</u> : It refers to further packaging components	

necessary for torage, identification or transportation.

- b) Functions performed by the additional packaging done in online sold material.
- **1. Product Protection**: additional packaging protects the product from damage which may be caused during transportation
- **2. Easy To Transport:** additional layers help to handle the product easily during its transportation and carrying it through different modes of transports without damage.
- c) factors to be kept in mind by online marketer while designing the packaging of its products
- 1. use biodegradable packaging material
- 2. packaging should enhance utility of the product