

# AR19

Code: 19MBA2002

**SET-2**

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**I MBA II Semester Regular & Supplementary Examinations, October / November-2020**

**MARKETING MANAGEMENT**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer any Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory**

1. Explain briefly about the evolution of the concept of marketing **12 Marks**
2. List different marketing environmental factors of company and discuss briefly the present Indian business environment in Covid 19 scenario. **12 Marks**
3. Discuss the present need of studying consumer behavior in business and list different factors which influences on consumer behavior. **12 Marks**
4. Explain briefly about different stages of Product Life Cycle theory. **12 Marks**
5. List the major objectives of pricing and briefly write about the different pricing methods. **12 Marks**
6. List out the major functions of marketing channels and write briefly the differences between the wholesaler and the retailer. **12 Marks**
7. List out the different Promotion mix elements and explain 'Six' sales promotional techniques. **12 Marks**

8. **CASE STUDY:** **12 Marks**  
Marico, is a leading player in a Rs.821 crore hair-care market. Its flagship brand is Parachute coconut hair oil, having market share of 54 per cent. In the cooking oil market, its brands like Saffola and Sweekar have established new standards.

Marico 65 percent turnover comes from only two brands - Parachute and Saffola. Saffola, known for health, is now extended to say re-launched as a kardi-cum-sunflower variant, offering taste and health benefits rolled into one.

Further extensions are Saffola Salt and Saffola Atta. Both these brand extensions are a premium segment. Saffola Oil is also re-positioned from cardiac problems affected members to entire family.

Recently, Marico took over the anti-lice shampoo, Medikar, by paying Rs.10 Crore to P&G. Marico has 60 thousand retail outlets in the rural market. If cheaper versions of Medikar are launched, it could work. Marico's "BCG Matrix" looks like this as stars, Parachute as cashcows and Saffola and Sweekar brands as question marks. In this scenario Marico's Marketing Strategy is:

- a) Acquire more FMCG brands such as Medikar to super volumes and topline growth.
- b) Leverage its distribution strength in rural markets to drive sales volume.
- c) Build on the equity of strong brands like Saffola and Parachute by launching more extensions.

**Questions:**

1. Analyse Marico's volume building marketing strategy and find out the SWOT of Marico's marketing strategies.
2. Suggest suitable alternative strategies to increase the firm's volumes in all brands.