

Birla Institute of Technology and Science, Pilani

First Semester 2022-23

Comprehensive Examination (Closed Book)

Course No.: MPBA G503

Date: 30/12/2022

Course Title.: Marketing

M.Marks :30; Time: 3 Hours

Q1. Describe the product attributes of some of the modern consumer products mentioned below and the specific consumer need/want each product tries to satisfy.

a) Post-it-notes b) Rubik's cube c) Breakfast cereals d) Credit cards

(4)

Q2. Which three brands do you feel successfully "speak to you" and effectively target your age group? Why? Which ones do not? (Discuss three brands each). What could they do better?

(4)

Q3. Market targeting sometimes generates public controversy. The public is concerned when the marketers take unfair advantage of vulnerable groups (such as children) or disadvantaged groups (poor people), or promote potentially harmful products. Discuss at least four such instances that you feel strongly against and justify your stance.

(4)

Q4. Product Strategy is based on the choices companies make as they segment their markets, position their offerings and research consumer needs. Within this context describe the issues and processes that will confront you in terms of its marketing if your company is contemplating to launch a scooter that will run on bio-gas.

(4)

Q5. Indian marketers use socioeconomic classification (SEC) for purpose of classifying urban and rural households. What is the basis of this classification? In which areas do you think would these social classes show distinct product and brand preferences.

(4)

Q6. What are the options for *Zivame* in terms of line extension, brand extension and category extensions in medium and long term? What should it do? What may be the probable consequences for *Zivame* if it is acquired by Flipkart?

(5)

Q7. In what ways was *Swatch* different from any watch that industry has ever seen? What elements of the *Swatch* marketing plan were most critical for the brand's success and why? Please explain.

(5)