

Birla Institute of Technology and Science, Pilani

First Semester 2023-24

Comprehensive Examination (Closed book)

MPBA G503

Marketing Management

Date :- 8/12/2023

M.Marks:35

Time: 3Hours

Note :- *Attempt all the questions.*

Q1. Dove was tapped to become a master brand in Feb2000, and Unilever decided that for that purpose it should stand for a *point of view* that was beyond its functional superiority as a soap brand. What was that and how was it researched and exploited? Discuss it in detail. [5]

Q2. Why was swatch so successful? In what ways was swatch different to any other watch that Industry had ever seen? In what ways did consumers make decisions about buying a watch? What elements of the original swatch marketing plan were most critical to Brand's success? What about the pricing strategy? What does Franco mean when he says that swatch is sold at a 'clean price'? Given the huge demand for swatch did the company make a mistake of not raising prices (at least for a few models). [5]

Q3. What were the marketing and branding implications of how L'oreal's operations were organized into divisions? How did it vary the practice of adapting global products to local markets? What was its channel strategy? [5]

Q4. Consider that the Department of Management at BITS Pilani decides to get into executive education domain. To begin with, it decides to float an online one year programme on general management for mid-level executives. Explain to the head of the department how would you craft its marketing strategy and more specifically, how would you price it based on various considerations?

[5]

Q5. Plumbing Company Ltd. sells small plumbing components to consumers through retail outlets. Total industry sales for the company's relevant market last year was 80 crores, with Plumbing company Ltd. Contribution sales representing 10% of that total. Contribution Margin is 25%. The company's salesforce calls on retail outlets and each sales rep. earns Rs.450000 per year and 1% commission on all sales. Retailers receive a 40% margin on selling price and generate average revenue of Rs.100000 per outlet for the company.

- i) The marketing manager has suggested increasing consumer advertising by Rs. 30 lakhs. By how much would rupee sales need to increase to break even on this expenditure? What increase in overall market share does this represent?
- ii) Another suggestion is to hire three more sales representatives to gain new consumer retail accounts. How many new retail outlets would be necessary to break even on the increased cost of adding three sales representatives?
- iii) A final suggestion is to make a 20% across the board price reduction. By how much would the rupee sales need to increase to maintain company's current contribution?
- iv) Which suggestion do you think Plumbing Company Ltd. should implement? Explain your recommendation. [4,4,4,3]

