



Interactive Distance Learning Centre
Indian Institute of Management Kozhikode
End Term Examination:
ePGP – 03 and eMEP – 10 Batch, Section - B
Marketing Management

Maximum Marks : 50

Time: 3 Hrs

General Note:

Answer all questions. Please be specific and to the point in your answers. A bullet point answer in proper place is preferred to a descriptive answer. Please provide very brief justification of your answers / recommendation so that examiner can gauge what extent you have applied your scientific and creative mind. Since all questions in PART B are case based, please answer your question in the context of the case. Avoid giving general answers. In some occasions you may have argument both in favor of as well as against your recommendation. Be wise to give both and then justify why you favor your recommendation. In case of two equally prospective alternatives, take your position as a working manager and justify why you prefer one over the other.

You are allowed to carry one page (both side) hand written (NOT typed) note, and a photocopy of the case “Colgate-Palmolive Company: The Precision Toothbrush”. You may highlight, underline the case, but must NOT write anything on the copy of the case.

PART A

- ✓ 1. What is brand equity? Briefly explain. (2)
- ✓ 2. In branding decisions two options are: use the same brand name for all products, e.g. Sony; or use different brand names for each product variant, e.g. P&G. What are the reasons for adopting each approach? (2)

- ✓ 3. Aggressive pricing is typical during which stage of the product life cycle and why? (1 ½)
- a) Introduction b) Growth c)Maturity d)Decline
- ✓ 4. What is strategic planning gap? How each of the following two companies bridged the strategic planning gap in terms of (i) Intensive growth (ii) integrative growth, and (iii) Diversification growth.
- (a) Indraprastha's modern technology cold storage. (3)
(b) Tata's Nano car
- ✓ 5. ATLAS Corporation manufactures 100 tooling machines a year with each variable cost Rs.50,000 to make and fixed cost of 50,00,000. It sells the machine with 20% mark up. The customer incurs Rs.10000 of installation cost and Rs. 75,000 of operating cost over the life of the machine.
- A competitor designs a new machine that is functionally equivalent and can be made at a total unit cost of Rs. 90,000, that the product life stays the same, and that customers incur Rs. 5000 for installation and Rs. 50,000 in operating costs over the life of the new machine.
- a) What is the highest price that the competitor might consider charging? Why? (3)
- ✓ 6. How would you define Indra Prastha Cold Storage's strategy in terms of Ansoff's product – market expansion? (2)
- ✓ 7. There are many ways to differentiate a product or service. How do you believe Aqualisa Quartz shower was planning to accomplish this? (2)
- ✓ 8. All are primary value chain activities except: (1)
- a. Outbound logistics
b. Operations
c. Human Resources
d. Marketing and Sales
9. Segmentation is a cornerstone of marketing strategy. Explain, with an example, why ethical and social issues may need to be considered in this context. (2)

- ✓ 10. There are several systematic ways to approach the issue of how to position a product: example, by attribute, use or application, product user. Give an example for each. (1 ½)
- ✓ 11. Give an example of two way product line stretch. (1)
- ✓ 12. What activities you would consider while finalizing *sampling plan* for a primary market research to be conducted by you? (2)
- ✓ 13. What is exploratory research? (1)
- ✓ 14. List out two strategies for brand leader in response to competition's price cut. (1)
- ✓ 15. What could be possible number of levels in consumer marketing channel? Give one example of a two – level and a three-level channel. (2)
- ✓ 16. What are the steps in developing effecting communications? Explain with an example. (3)

PART B

The following questions are based on the “Colgate Palmolive: The Precision Toothbrush” case.

- ✓ 1. How is the toothbrush market segmented? (2)
- ✓ 2. a. How would you describe Colgate's proposed product strategy? Why.
 - i) Line extension? ii) Brand extension? iii) Multi-branding?
- ✓ 3. Does Colgate's proposed product strategy increase its “width” or “depth” of offerings? (3+2 = 5)
- ✓ 3. What are the pros and cons of naming the new brand "Colgate Precision" or "Precision by Colgate?" (4)
- ✓ 4. What are the arguments for and against launching precision as (a) niche product (b) mainstream brand? (3+3=6)
5. What brand strategy do you recommend and why? (8)