

This question paper contains 7 printed pages]

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S. No. of Question Paper : 6519

Unique Paper Code : 2922061203

Name of the Paper : Principles of Marketing

Name of the Course : BMS (NEP)

Semester : II

Duration : 3 Hours

Maximum Marks : 90

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt 6 questions in all

All questions carry equal marks

1. (a) Garmin has launched a range of Smartwatches which include a number of features such as health-tracking, support for offline maps with turn-by-turn directions, an immersive AMOLED touchscreen, solar versions with solar charging, advanced GPS navigation, sleep tracking etc. In which quadrant of the BCG Matrix would you place these watches ? State giving reasons. What strategies would you suggest for them according to the quadrant identified.

- (b) Arkin enterprises is a travel bag manufacturing company. Being in the leather business they are planning to launch a new line of shoes for the middle segment of the market. Suggest a segmentation, targeting and positioning strategy based on different bases of market segmentation. Identify the targeting and positioning strategy you would use. Justify your chosen segmentation variables, and explain how they will contribute to effective targeting and positioning.

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2. (a) Mavel is a startup shampoo brand has launched a range of customised shampoos for different hair types. Since its customised according to the individual needs of the customers it is priced a higher than the regular sulphate free, paraben free shampoos. It is being distributed directly without involvement of other channels and promoted mainly through social media marketing. State the major Macro and Micro environmental factors that can impact the sales and distribution of the Mavel's line of shampoos highlighting their importance.

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(b) Market Orientation is a business philosophy centered on identifying and fulfilling customer needs and wants. Discuss the different marketing orientation approaches that may affect an organization's marketing strategy with their pros and cons. 8

3. (a) The market for organic fruit and vegetables is booming as more and more people try to follow a healthier lifestyle and companies are able to command high prices for their products. In which stage of the Product Life Cycle would you place the organic fruits and vegetables ? What marketing strategies will you use for them? 7

(b) What is a Product ? Discuss the different types of product classifications. Discuss the terms Product mix length, breadth and depth with help of examples. 8

4. Which characteristic of services is most responsible for the issues as cited below ? What strategies should the concerned business use to manage this challenge and ensure uniform service delivery across locations ? 3x5

- (a) A 5-star hotel chain is known for premium service but faces challenges in training and maintaining service quality during peak tourist seasons.
 - (b) A startup offers car wash services through a mobile app with weekly or monthly subscription plans. Customers frequently cancel due to service delays and lack of communication.
 - (c) A boutique financial advisory firm targets young professionals in metro cities. Their service is high-touch, but they find it difficult to convince prospects of the value before they commit.
5. *GlowNest Skincare* is a premium personal care brand offering a range of products including face creams, body lotions, serums and natural soaps. The company has built a loyal customer base by emphasizing organic ingredients, cruelty-free testing and eco-friendly packaging. Recently, GlowNest plans to launch a new "**Vitamin C Brightening Serum**", which they position as a flagship product in their skincare line. The existing products range from ₹ 300 (soaps) to ₹ 1,200 (face creams). The new serum, with high-quality active ingredients and specialized packaging, costs ₹ 500 to produce.

The marketing team is unsure how to price this new product without disrupting the current product positioning. Should it be priced as a premium product, in line with their top-tier items, or slightly lower to encourage trial and volume sales ?

They also plan to launch product bundles (e.g., face wash + serum + moisturizer) as part of a festive campaign and are exploring discounts or promotional pricing to boost bundle uptake. As part of the product strategy team, help GlowNest determine the following :

- (a) Suggest an optimal pricing for their new product and related offerings.

What product mix pricing strategies can be applied to the new serum and the product bundle ?

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- (b) What factors will you consider while setting the promotion mix ? Which elements of the promotion mix should GlowNest prioritize to maintain brand positioning ?

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6. *SnackWise* is an Indian start-up that offers healthy, guilt-free snacking options such as roasted makhanas, millet chips and protein-rich granola bars. Initially launched through their own website and select food delivery apps, *SnackWise* has built a niche customer base in metro cities. Their products are well-packaged, affordable (₹ 30 – ₹ 70), and cater to health-conscious urban youth. With growing competition and increasing demand from Tier 2 and Tier 3 cities, *SnackWise* now plans to expand its presence across India. The team must decide on the right distribution strategy to scale effectively without compromising on brand experience or profitability.

They are considering :

- Entering modern retail chains like Reliance Fresh and Nature's Basket.
- Partnering with general trade stores and small local grocers.
- Leveraging e-commerce platforms like Amazon, Flipkart and BigBasket.
- Onboarding regional distributors and wholesalers.

The founders also want to ensure product availability, especially during the festive season, when snack consumption spikes.

- (a) What role do intermediaries play in expanding *SnackWise's* market reach ? How do intermediaries add value to the product ?

- (b) How might the intensity of distribution vary across urban and rural markets, and across online Vs. offline channels ? Explain. 5
- (c) Identify three key factors SnackWise should consider while designing its channel strategy. 5
7. Explain the following with suitable examples 3×5
- (a) Product Line decisions
- (b) Adapting price strategies
- (c) Packaging and labelling.