**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**SECOND TRIMESTER (Batch 2019-21)**

**END TERM EXAMINATION, DECEMBER-2019**

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| Course Name | **Marketing Management** | Course Code | **MKT201** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

Attempt all questions.

Q.1 Read the case and answer the questions following the case

“Khusbudaar antiseptic cream Boroline” is amongst the most popular jingles which Indian Advertising Industry has ever produced. But despite the high recall value of the jingle and Boroline its marketing fortunes in terms of sales, profit, customer base are showing a declining trend in past few years. So a product which has high recall value, which at one time was the market leader in its category is gradually losing its sheen and shine. Most of the time since 1929 Boroline enjoyed monopoly in the antiseptic market. Although categorized as antiseptic cream the Boro antiseptic creams are not much used for their antiseptic/ medicinal properties but more as skin creams for winter dryness. The low price of these Boro creams makes them ideal value for money products during winter. To provide more benefits to the consumer Boroline was associated with multiple usages like:

1. Boroline fights germs.
2. It works wonders to cure cuts and wounds.
3. Effective for skin infections and post-operative stitches.
4. Heals all dry skin conditions like chapped, cracked, abraded and sun burnt skin.

With the entry of Himani Boroplus and Paras Borosoft the competitive equation changed in the antiseptic market and Boroline was late to respond to these changes which resulted in customer switching away from Boroline to competitors.

A recent research brought forward certain insights related to antiseptic market which are as follows:

1. Though used as skin creams Boro creams were seen as purely functional with low cosmetics and aspirational appeal even amongst their user.
2. Majority of sales comes from medium sized packs Boroline 21 grams, Boroplus 20 Grams, and Borosoft 25 grams.
3. Non users (users of cold cream and other higher order creams) had a very low opinion and image of Boroline and could not imagine using these creams on skin especially face.
4. Excessive stickiness is the only significant area of dissatisfaction amongst their users.

***Questions:***

**Q.1 (a)** Do you think Boroline should change its positioning? If yes, illustrate the Segmentation, targeting and positioning strategy keeping with the consumer and market trends. Also outline the changes that they should do with reference to 4P’s of marketing? **(5+5=10 Marks)**

**Q.1 (b)** Illustrate the Marketing communication strategy that it should implement with special emphasis on message and media. **(10 Marks)**

**Q.2.** Outline the importance of Vertical marketing systems in distribution in current scenario giving examples. Illustrate how a manufacturer TG, manufacturing men and women denim wear can use VMS for increasing efficiency and profitability. **(3+3= 6 Marks)**

**Q.3.** Illustrate the influences on consumer decision making process for purchasing a laptop.

**(8 Marks)**

**Q.4.** Differentiate between skimming and penetration pricing. Illustrate the pricing strategy that TravelMate should use for a smart suitcase that follows you wherever you go. You can control the TravelMate settings with your smartphone. The TravelMate has a GPS chip so you can track it if it gets lost and it has a USB port for charging your devices**. (3+3=6 Marks)**

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