Suggested Answers:

SET 1

**Q.1 (a)** Student should suggest the appropriate products that should be considered by ROOTZ for launching in snacks line. The appropriateness of the line suggested would be judged by students understanding of the consumer tastes and preferences and which segment the students suggests for targeting.

**Q.1 (b)** As ROOTZ flour and pulses are in growth stage of PLC, so students should be able to suggest the strategies that it can adopt during growth stage. Knowledge of various stages of PLC needs to be reflected.

**Q.2**  Student should be able to suggest the appropriate segment/s for the product line he has suggested. Marks will be allotted on students ability to use STP concepts in the given context.

**Q. 3** Students should explain the promotion mix elements like Advertising, Direct Marketing, Public Relations, Publicity and Sales Promotion.

Heineken can use sales promotion techniques and social media advertising to reach its target audience.

**Q.4 (a)** Student should be able to differentiate between the two pricing strategies. Skimming is used for unique, high tech products, in which innovations keep taking place whereas penetration pricing is used for products for which you need to garner large volumes. Travelmate is launching a high tech product, so should use skimming to target innovators and later on other segments.

**Q. 4 (b)** Student should be able to differentiate that intensive distribution used for products used more often and sold more frequently and for which customer seek convenience, whereas selective distribution to be used for durables/automobiles. Travelmate should use selective or exclusive distribution.