Suggested Answers:

SET 1

q.1 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.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. 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.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.

4b. 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 distribution.

SET 2

1a. Student should be able to suggest the re-positioning strategy and also wether they need to consider same segments or change their STP . Also how Boroline can change its product, pricing and promotion strategy.

1b. Student should be able to suggest the messahe strategy, mentioning the creative strategy and the media mix mentioning the media vehicles. The strategy should be appropriate considering the target market segment to be addressed.

2. Student should be able to discuss the importance ND BENEFITS OF CHANNEL INTEGRATION for all stakeholders. Denim manufacturer can go for Corporate VMS or contractual VMS to bring efficiency.

3. Student should be able to outline the decision process and discuss the internal and external influences that might affect the purchase of laptop

4. 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.