



# AJEENKYA

## D Y PATIL UNIVERSITY

---

### End Term Examinations (April / May 2019)

School: School of Management

Program: BBA – EI & SM

Course: Fundamentals of Marketing

Course Code: MGT104

Semester: II

Max Marks: 50

Duration (mins): 120 min

---

**This question paper consists of two sections A and B.**

**Section A: Total marks 20.**

**Answer any 2 of the following questions. Each question carries 10 marks.**

1. What is product life cycle? Describe the stages of product life cycle?
2. Describe the various elements of marketing mix?
3. Explain social marketing with suitable examples?
4. Describe the stages in customer buying decision process?
5. Promotion is the most critical element in the marketing mix? Comment on the statement?

**Section B: Case Study (All questions are compulsory) – Total marks 30.**

**1. Case study: - 15 marks**

A multinational FMCG company known for its confectionery products is planning to launch a new brand of 'chewing gum' in Indian markets. Chewing gum will be available nationwide in orange, mint and strawberry flavour. Design a suitable promotional mix for the above product. Assume your own brand name and clearly specify the target markets.

**2. Case study: - 15 marks**

Company X has a dominant share in the Indian Sauce market and also owns a successful

brand in the category. Research showed that there was a need for sauce with unique taste which could be taken with Indian as well as western snack foods. The company introduced 'Tomi – Imli', a new tomato sauce with tamarind and tangy spices. The product is targeted at children in the age group of 14 years and above. As a marketing manager, which steps would you like to take while launching this product? How will you conduct the test marketing for this product?