

Amity-marketing management assignment

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BUSTER**

Differentiate between productivity analysis and profitability analysis. What are the different steps in the direct and indirect approaches to marketing budgeting? 5 . What do you mean by media scheduling? Explain the procedure for evaluating advertising programmers with the help of suitable examples. 6. Define sales promotion and discuss the different elements of promotion-mix with the help of suitable examples. 7 . Discuss the marketing plan for a consumer product of your choice and briefly explain the marketing planning process. . Write short notes on any three of the following a) b) c) d) e) Relative Market Potential Competitive Parity Analysis Basic Elements of a Marketing Strategy Product Life Cycle Market Segmentation Case Detail : Please read the case study given below and answer questions given at the end. CASE STUDY Market Segmentation?? Man's Fairness The male fairness segment industry is pitched at around RSI. 250 crore and the industry is growing at a scorching 150 percent per year.

The industry evidently has woken up to the fact that the metro-sexual and has a large appetite for beauty (the industry expression is “ male grooming”) products, particularly driven by a desire to look as fair as the fairer SEX. BBC Company recently launched ‘ GROOM PLUS’ the first men's fairness cream and claims that the market feedback is highly positive and encouraging. It is now planning an extension of “ GROOM PLUS” to products like bleaches, shaving creams, Lotions etc.

Hitherto men used fairness cream [bleach that were available in parlous packs. Subsequent research showed that men prefer bleach of their own with its own fragrance and specific skin type formulations, especially branded ones. Suggest bases for segmentation of market for Groom Plus products 2.

Discuss the importance of packaging in marketing of the above Product range. 3. Suggest a suitable Promotion-Mix for creating awareness of the above range of products. Question No. Marks – 10 The selling concept focuses on – Options Products Customer needs Markets None of the above market means – The set of actual and potential sellers of a product The set of actual and potential buyers of a product Both buyers and sellers Question No. 4 Marketing-mix elements are – Product, Price, Place and Promotion Product, Price, Place and Physical Distribution Both (b) and (c) Question No. 5 Diversification means – A strategy for company growth by starting up or acquiring businesses outside the company's current products and markets.

A stage for company growth and starting up or acquiring other companies and their products A unit which deals in many products and services Question No. 6 SUB stands for – State Bank of Tyrannical Strategic Business Unit Semi Brand Units Question No. 7 Market segmentation is – The process of classifying customers' into groups, each with different needs, characteristics or behaviors. The process of classifying the markets into groups, each with same needs and heartsickness The process of making the dealers and distributors happy about the products Question No. Strategic control means – A critical review of the company's overall production effectiveness A critical review of the company's overall financial effectiveness A critical review of the company's overall marketing effectiveness Question No. 9 Changes in income is – An economic environment factor A political environment factor A socio-cultural environment factor Question No. 10 Status is – The general life-style given by the society The general esteem given to a role by society The symbol in the

market question No. 1 The first step in strategic planning is - Designing the marketing programs Designing the Business Portfolio Question No. 12 The ACS in the marketing-mix tactical tool kit are - Customer, cost, convenience and curve Customer, cost, convenience and coverage Customer, cost, convenience and communication Question No. 13 Promotion-mix elements are - Price, advertising, publicity and sales promotion Advertising, personal selling, sales promotion and publicity Personal selling, strategy, advertising and publicity Question No. 14

Marketing productivity audit includes - Products, price and distribution analysis Profitability analysis and cost-effectiveness analysis Advertising and sales force analysis Both (a) and (c) Question No. 15 Demography is - The study of human population in terms of size, density, location, age, gender, race, occupation and other statistics The study of the marketing plans The study of all the activities in the organization Question No. 16 Segment of the area in the market Segment of the population selected to represent the population as a whole Part of the data

The two types of sales forecasts are - Industry and the market sales forecasts Industry and the price forecasts Industry and the company sales forecasts PVC stands for - Percentage and value cost margin Percentage-variable contribution margin Inventory turnover is - Gross margin/price Sales/cost Sales/average value of inventory Both (a) and (b) The product is now more widely known and the sales grow rapidly is the stage of- Introduction stage Maturity stage Growth stage Decline stage The 4 stages in the PL are - Growth, introduction, maturity and new