

B.B.A. Semester - 5 (Remedial) (CBCS) Examination**February/March. -2020****MARKETING GROUP: ADVANCE MARKETING(ELECTIVE)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

Q.1 Discuss data collections methods. (14)

OR

Q.1 What is research report? Describe aspects of report format.

Q.2 Define term 'advertising budget.' Explain different methods for setting advertising budget. (14)

OR

Q.2 Discuss:

(A) Positive and negative outcomes of advertising

(B) Concept and benefits ad agency

Q.3 Explain key decisions in international marketing (14)

OR

Q.3 Explain:

(A) Any seven difficulties relevant to international marketing

(B) Characteristics of international marketing

Q.4 What is cyber marketing? Discuss its benefits and limitations. (14)

OR

Q.4 Write notes on:

(A) Importance of customer relationship marketing (CRM)

(B) Green marketing efforts

Q.5 Define term 'case studies'. Describe role of the case studies in management education and training programmes. (14)

OR

Q.5 Read the given case carefully and answers the questions in your own words.

In the year 2010, chairperson and CEO of pepsico Inc, Indra Nooyi, announced that its Indian arm was planning to launch a healthy snack for bottom-of-the-pyramid customers in India. The new product would be visit to ordinary families living in Mumbai. Mr. sanjeev chadha, chairman of pepsico India, agreed that the idea of new product came, not from the plush office in Gurgaon, but in a shanty in chrabazarm, south Mumbai, in a household that lived hand-to-mouth on a monthly income of RS. 2500. Mr. chadha, in his incognito tour, got the idea during discussion with the members of the family. He went incognito to customer homes and chatted with them about what they ate and drank and why. Direct search gives first hand feel of what the consumers wants.

Increasingly, CEOs of Indian consumer product companies are feeling that the important question-what does the consumer want?-is not always answered best in conference rooms or through PowerPoint presentations. Something is lost in transaction. So, they are going to the source, consumers' homes.

Those making personal visits to consumers include Nitin Paranjpe of Hindustan Unilever, Kishore Biyani of Future Group, Vinita Bali of Britannia, Zubair Ahmed of GlaxoSmithKline, Harsh Marwala of Marico, Adi Godrej of Godrej Industries and Kiyoshi Oike of Yakult. On an average, each of them makes three to four such home visits a year. They come back with new and precious learning.

Going incognito to learn home truths has resulted in innovative ideas that can later be converted into profitable goods and services. For examples such home visits were the spark for Horlicks diversifying into instant noodles, Britannia launching smaller biscuit pack (RS.2), Marico's anti-hair loss products, and more. Most CEOs admit that such ideas of customers may or may not work, but they give them stimulus to business opportunities. The ideas are not the ready solution to marketing problems, they are base to design overall marketing strategies and improve them over time. However, due to certain reasons, CEOs of all companies do not pursue incognito tours.

(source: based on 'CEOs going incognito to learn home truths,' article by Ratan Bhusan, The Economic Times, 19 July, 2010, p. 1)

Questions for discussion:

- (1) 'Idea of new product came not from the plush office, but from ordinary consumers.' Comment.
- (2) Describe the experience of Mr. Sanjeev Chadha, chairman of PepsiCo India, in search of a new product.
- (3) How would you evaluate modern CEOs' approach of going incognito to learn home truths?
- (4) Marketing research can be conducted by professional experts or company's employed staff. Why do CEOs prefer to use their valuable time and energy in collecting information from actual users? What are the reasons for such visits?
