

NATIONAL LAW UNIVERSITY, JODHPUR

End Term Examination – 2023

UG II Semester

Marketing Management

Time: Three Hours

Marks: 100

Instructions:

1. *Attempt any five questions.*
2. *All questions carry equal marks.*

Q1. Explain the factors influencing consumer behavior.

20 marks

Q2. Bikano, a snack and packaged food manufacturing company, has launched 'family' or 'jumbo' packs of chips during the ongoing IPL cricketing extravaganza to increase sales and profits of the company by offering value deal for the customers.

Comment upon the information so collected by the organization to come up with the above strategy.

20 marks

Q3. Explain the concept of product mix by taking relevant examples.

20 marks

Q4. Prepare a print advertisement for 5 Star chocolate. List out the important points taken into consideration in preparing the advertisement.

20 marks

Q5. As a marketing manager, how you will manage your sales force.

20 marks

Q6. Protouch is a company which offers a professional treatment for hair and skin care. It has launched Pro-Grow Hair Growth Oil which is made of twenty one natural herbs and devoid of harmful chemicals, parabens and sulphates. It is made of Rosemary Oil, Tea Tree Oil, Amala, Bhringaraj, Neem, Methi, etc. This oil is expected to provide daily hair nutrition and hair growth and caters to a variety of hair problems like dandruff, hair fall, thinning, graying, dryness, frizziness and split ends for all hair types; thereby nourishing the scalp and hair strands in the process. The Pro-Grow Hair Growth Oil also comes with a hair root applicator which ensures even distribution of the oil while providing maximum benefits.

Formulate marketing strategies for Pro-Grow Hair Growth Oil.

20 marks

