

30 APR 2024

NATIONAL LAW UNIVERSITY, JODHPUR

End Term Examination – 2024

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 consumer buying decision process.

20 marks

Q2. Deepika Padukone and Jigar Shah are the cofounders of 82° E (skincare brand). They are looking to expand in three areas which includes product development (body care segment), channel expansion (both online and offline) and geography expansion. Currently, 100% of the sales come through its website. Last year, 82° E shipped its products to 50 countries. In India, the brand has a good amount of share from the metros but is also reaching out to tier 1, 2, 3 and even smaller cities. According to Mr. Jigar Shah, 'the company's repeat rates for its initial products have increased from 20-25% to 60%; giving us validation about our product's working and the acceptance of our products'.

As a marketing manager, help Deepika Padukone and Jigar Shah formulate strategies for expanding in the three areas mentioned above.

20 marks

Q3. Detail out the competitive strategies followed by market leader and market challengers.

20 marks

Q4. Comment upon the pricing strategies followed in the passenger car industry.

20 marks

Q5. Explain the concept of product packaging and labeling.

20 marks

Q6. Pluckk, a lifestyle oriented fresh fruit brand, has launched preservative free cold pressed juices. This is because the market is shifting towards fresh products and consumers want a



healthy lifestyle. These juices come in ten flavours (mango, pomegranate, pineapple etc) without any added sugar. Plukk juices have a 21 day shelf life. They are available widely and also on various platforms like Zepto, Swiggy and Amazon and also in outlets like Nature's basket and Foodsquare.

Note:

Cold pressed juice is made by pressing fruits into a pulp to extract juice. It preserves five times more nutritional content than the traditional juicing methods.

Prepare a print advertisement for Plukk Juices.

20 marks

