

**2/H-65 (vi) (Syllabus-2015)**

**2 0 1 8**

**( April )**

**BUSINESS ADMINISTRATION**

**( Honours )**

**( Principles of Marketing )**

**( BBAH-203 )**

*Marks : 75*

*Time : 3 hours*

*The figures in the margin indicate full marks  
for the questions*

**PART—A**

**( Marks : 15 )**

**UNIT—I**

- 1. Differentiate between customer satisfaction and customer delight.**

**3**

*Or*

**Explain customer value.**

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**( Turn Over )**

( 2 )

UNIT—II

2. Mention the steps of new product development process. 3

Or

What is labelling?

UNIT—III

3. List the general pricing methods. 3

Or

What is promotional pricing?

UNIT—IV

4. What are the different elements of promotion mix? 3

Or

What do you mean by sales promotion campaign?

UNIT—V

5. What are the features of marketing plan? 3

Or

Define market nichers.

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( Continued )

( 3 )

PART—B

( Marks : 50 )

6. Define market segmentation. Explain its needs and benefits. What are the various bases for segmentation of consumer goods?

2+4+4=10

Or

What is target marketing? Explain various target market strategies with examples. 3+7=10

7. What is product life cycle? What are the different marketing strategies generally seen at different stages of product life cycle? 3+7=10

Or

What do you understand by product? What are the various classifications of product?

4+6=10

8. Discuss various forms of discriminatory pricing. 10

Or

What are price and pricing decision in marketing? Explain various pricing objectives.

3+3+4=10

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( Turn Over )

( 4 )

9. Define channels of distribution. Explain the various factors to be considered while selecting an appropriate channel of distribution. 3+7=10

Or

Discuss the factors you need to consider when planning a sales promotion campaign. 10

10. Explain Porter's five forces model. In what ways the five forces affect the industry structure? 5+5=10

Or

Briefly discuss the strategies generally used by market followers. 10

### PART—C

( Marks : 10 )

11. Analyze the case and answer the given question :

7-up's mascot is back after a 10 year break to add punch to the clear lime segment, which is on the fast track to growth. In 1987, Joanna Ferrone and Susan Jones—both advertising professionals—sat at a roadside café in New York's Greenwich Village and, on a creative impulse, doodled on a napkin. This was the birth of Fido—in India, better recognized as the scrawny, no-holds-barred, ultra-cool 7-up mascot. Fido became the

( 5 )

mascot in the US in 1988, a year after he was born. The Indian communication started in 1992, at the time of brand's launch here. The Fido campaign was taken off the air in the mid-nineties worldwide.

The carbonated soft drinks (CSD) market in India is pegged at ₹ 6,000 crore in terms of consumer spend (for the calendar year 2002). The clear lemon category—where 7-up belongs—is approximately 6% to 7% of the industry. This category is experiencing a strong double digit growth. In fact, 7-up grew by 50% in the last year (the industry per se grew at 25% to 26%), and now has a 54% share in the category (the main competitor is Sprite, a brand owned by Coca-Cola India).

Circa 1992, when Pepsi launched 7-up in India, the campaign relived the Greenwich Village episode—model Sheri Meher Homji sits in a café and, while sipping on 7-up, doodles on a napkin. Only this time, Fido doesn't wait to be created : in his half-drawn state, he darts out of the napkin, snatches the pencil from the model's hand and completes himself. Then, he goes on to pour himself a drink of 7-up. This campaign ran for two years. Then, Fido took a break. But starting April this year, Fido is back.

Question :

Analyze the logic behind Pepsi's Fido Dido campaign for 7-up. What could be the reason for bringing back the mascot?

10

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