



**Institute of Health Management Research**

**MBA Hospital and Health Management**

**Batch-28th (2023-2025)**

**First Year, Term 2 End Term Examinations, January 2024**

**CC – 608 Marketing Management**

**Time - 3 Hour**

**Maximum Marks: 50 (Minimum Marks: 20)**

**Instructions to students:**

- This question paper contains 2 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

**Part A**

**(Maximum Marks: 5)**

**Q1. Fill in the blanks ( 1 mark each):**

- (a) Want for a specific product backed by an ability to pay is called \_\_\_\_\_ .
- (b) A place where goods are bought and sold against the price consideration between the buyers and the sellers is called \_\_\_\_\_.
- (c) \_\_\_\_\_ Involves transfer of ownership of the goods.
- (d) Transporting and storing goods is a marketing channel function also known as \_\_\_\_\_ .
- (e) \_\_\_\_\_ are products bought by organizations for further processing or for use in conducting a business.

**Part B**

**(Maximum Marks: 15)**

**Attempt ANY TWO of the following questions of part B ( 7.5 mark each).**

- Q2. Define the elements of the marketing mix.**
- Q3. Discuss the steps of new product development.**
- Q4. Define the Product life cycle and its stages with the marketing strategies used for each stage.**

**Part C**

**(Maximum Marks: 30)**

**Read the Case given below.**

Kellogg Company, with its global headquarters in Battle Creek, Michigan, USA, is the world's leading cereal company, and a major producer of convenience foods. It markets more than 1,500 products in over 180 countries all over the world. Founded in 1906, they offer more than 100 ready-to-eat cereals around the world, consumers count on Kellogg to provide great-tasting, convenient, and healthy food choices that meet their

nutrition needs. Kellogg entered India in 1995 with nourishing breakfast cereals. Kellogg's initial offerings in India included cornflakes, wheat flakes, and Basmati rice flakes.

Today In India, Kellogg is known for its flagship brand Kellogg's Corn Flakes along with its range of exciting flavors. Though the Indian market held great significance for the Company according to recent research by the company's Marketing department, out of every 100 packets sold, only two were being bought by regular customers; with the rest 98 being first-time buyers. Converting these experimenters into regular buyers had become a major problem for the company due to the following issues.

- A typical, average middle-class Indian family did not have breakfast regularly like their Western counterparts. Those who did have breakfast, consumed milk, biscuits, bread, butter, jam, or local food preparations like idlis, parathas etc.
- The company's advertisements and promotions initially focused only on the health aspects of the product. In doing this, Kellogg had moved away from its successful 'fun-and-taste' positioning adopted in the US.
- Low demand was deemed to be the premium pricing adopted by the company. Kellogg's products were priced way above the products of its main competitor.
- Kellogg's had also decided to focus only on the premium and middle-level retail stores.

#### The Results

- In the breakfast cereal market, Kellogg's had been growing at 4-5% per annum yet, **Kellogg continued to have the image of a premium brand, and its consumption is limited to a few well-off sections of the Indian market.** The launch of biscuits and snacks could be attributed to the fact that the company had been forced to look at alternate product categories to make up for the below-expectation performance of the breakfast cereal brands.

**Considering the information given in the above case, Answer ANY THREE of the following questions. Make the necessary assumption wherever it is necessary (10 marks each).**

- Q5.** Analyze the main challenge faced by the Kellogg's Cornflakes brand in the external environment in light of the information given using the appropriate method.
- Q6.** Describe the consumer behavior in the context of Kellogg's Cornflakes brand. Explain what factors will influence consumer's decision-making before buying Kellogg's cornflakes.
- Q7.** Identify and critically analyze the segmentation variable and target market for Kellogg's Cornflakes Brand for proactive health-conscious housewives.
- Q8.** Suggest the suitable positioning strategy for Kellogg's cornflakes for proactive health-conscious housewives.
- Q9.** Suggest a new product line that you would like to recommend to Kellogg's group according to its situation in the product life cycle.