



Institute of Health Management Research

MBA Hospital and Health Management

Batch-29th (2024-2026)

First Year, Term 2, End Term Examinations, March 2025

CC – 608 Marketing Management

Enrolment No.: .....



Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 3 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. Choose the correct option to answer and State True & False (1 mark each):

- a) Marketing is a process which aims at \_\_\_\_\_
- A. Production
  - B. Profit
  - C. Selling
  - D. Satisfaction of the consumer
- b) Out of the following \_\_\_\_\_ is NOT one of the three levels of a product.
- A. Core
  - B. Augmented
  - C. Actual
  - D. Fragmented
- c) When a company distributes its products through a channel structure that includes one or more resellers, this is known as Indirect marketing, (True/False)
- d) Catalogs, sponsored events, and digital media presence are closely associated with the marketing mix activity of?
- A. Product development
  - B. Pricing
  - C. Promotion
  - D. Sales
- e) The marketer focuses on product awareness, trial, and expansion in this stage of the product life cycle.
- A. Growth Stage
  - B. Decline Stage
  - C. Maturity stage
  - D. Introduction stage

**Part B****(Maximum Marks: 15)****Answer any two of the following questions (7.5 marks each):**

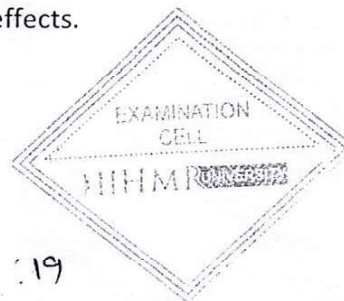
- Q2. Discuss the steps of designing the market plan.
- Q3. Define PLC. Elaborate the various stages of PLC with strategies available at each stage.
- Q4. Discuss the process of market research.
- Q5. Discuss the steps of new product development

**Part C****Attempt- Any Two questions (15marks each):****(Maximum Marks: 30)**

**Note-** Considering the information given in the case answer the following questions. Please make the necessary assumption wherever it is necessary.

**Yakult Danone India (P) Ltd**

Yakult is a probiotic dairy drink made by fermenting skimmed milk with *Lactobacillus casei* Shirota, a bacterial strain discovered by Japanese scientist Minoru Shirota in 1930. He began commercial production in 1935, and today, Yakult is sold in over 40 countries. The bottle sizes vary by region, with 65 mL bottles available in India, Australia, New Zealand, Europe, Indonesia, and Vietnam, 80 mL in Japan, the USA, and Mexico, and 100 mL in China, Taiwan, Hong Kong, and Singapore. Yakult Danone India offers a probiotic health drink in 65 mL bottles, sold in packs of five for ₹80-100. It is marketed as a functional food that supports gut health for all age groups, including children and pregnant women. The company distributes its products through supermarkets, high-volume retailers, chemists, hospitals, office canteens, and small retailers. Recently, Yakult introduced Yakult Light Mango Flavour, which combines probiotic benefits with a tropical taste. This variant is lower in calories, enriched with Vitamin D & E, and designed to attract consumers who prefer flavored health drinks. The mango flavor aims to appeal to a broader audience, including children and individuals looking for a tasty way to maintain gut health. Yakult Mango Probiotic Fermented Milk Drink, 325 ml (5 N x 65 ml each) is priced at 100 rs with a pack of 5. The probiotic industry in India is highly competitive, with key players including Dr. Reddy's Laboratories, Unichem, GSK, Zydus, Amul, and Mother Dairy. Probiotic supplementation has been linked to improved gut health, enhanced aerobic capacity, and reduced anxiety and stress. However, further research is needed to determine the exact mechanisms behind these effects.





- Q6. Analyze the main challenge faced by Yakult in the external environment considering the information given using the appropriate method.
- Q7. Describe the consumer behavior in the context of Yakult Light Mango Flavour. Explain what factors will influence consumers' decision-making before buying Yakult Light Mango Flavour in tier 1 and tier 2 cities.
- Q8. Identify and critically analyze the segmentation variable and target market for Yakult Light Mango Flavor for proactive health-conscious consumers.
- Q9. Suggest a suitable positioning strategy for Yakult Light Mango Flavour for proactive health-conscious consumers.
- Q10. How can Yakult leverage digital marketing to target health-conscious consumers, parents, and working professionals?

