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**Shree Damodar College of Commerce & Economics, Margao-Goa**  
**Post-Graduate Dept. of Commerce**  
**M.Com (Part-II), Semester –III, Semester End Examination, January 2021**  
**COC 319 Marketing Management (0A-18A)**

**Duration: 2hrs**

**Max Marks: 40**

**Instruction**

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.

**Q.I Answer the following in 50-80 words each** **(5x2=10)**

- a) Explain marketing strategies at the stage of product maturity.
- b) Write a short note on ego and super ego.
- c) Give an illustration of regio-centric approach.
- d) Describe crosstab with example.
- e) What is cognitive aspect of consumer modelling.

**QII. Answer ANY 3 of the following in 200-220 words each** **(3x10=30)**

- Q1. Explain the various types of marketing research applications. 10
- Q 2. 'A buyer's satisfaction is a function of the product's perceived performance and the buyer's expectations' Discuss with an illustration. 10
- Q 3. 'For each chosen target market, the firm develops a market offering that is positioned in the minds of buyers. Explain the statement with an illustration.
- Q 4. A) Discuss the Howarth Seth model of complex consumer behavior. 06  
B) What is the significance of the Pavlovian model. Discuss in brief. 04
- Q.5 Explain any two major international marketing decisions with an illustration and its impact on international environment. 10

Balsara Hygiene Products Ltd., which had some fairly successful household hygiene products introduced in 1978 a toothpaste, Promise, with clove oil (which has been traditionally regarded in India as an effective deterrent to tooth decay and tooth ache) as a unique selling proposition. By 1986, Promise captured a market share of 16% and became the 2<sup>nd</sup> largest selling toothpaste brand in India. There was, however, an erosion of its market share later because of the fighting back of the multinationals. Hindustan Levers' Close-Up gel appealed to the consumers, particularly to the teens and young, very well and toppled Promise from the second position.

Supported by the Export Import Bank of India's Export Marketing Finance (EMF) program and development assistance, Balsara entered the Malaysian market with Promise and another brand of toothpaste, Miswak.

The emphasis on the clove oil ingredient of the Promise evoked good response in Malaysia too. There was a good response to Miswak also in the Muslim dominated Malaysia. Its promotion highlighted the fact that Miswak (Latin name: *Salvadora Persica*) was a plant that had been used for centuries as a tooth cleaning twig. It had references in Koran. Quoting from Faizal Miswak, it was pointed out that Prophet Muhammed used "miswak before sleeping at night and after awakening." The religious appeal in the promotion was reinforced by the findings of scientists all over the world, including Arabic ones, of the antibacterial property of clove and its ability to prevent tooth decay and gums.

Market intelligence revealed that there was a growing preference in the advanced countries for nature-based products. Balsara tied up with Auromere Imports Inc. (AII), Los Angeles. An agency established by American followers of Aurobindo, an Indian philosopher saint. Eight months of intensive R&D enabled Balsara to develop a tooth paste containing 24 herbal ingredients that would satisfy the required parameters. Auromere was voted as the No.1 toothpaste in North Eastern USA, in a US Health magazine survey in 1991.

The product line was extended by introducing several variants of Auromere. A Saccharine free toothpaste was introduced. It was found that mint and menthol were taboo for users of homeopathic medicines. So, a product free of such mints was developed. Auromere Fresh Mint for the young and AuromereCina Mint containing a combination of cinnamon and peppermint were also introduced. When the company realized that Auromere was not doing well in Germany because of the foaming agent used in the product, it introduced a chemical free variant of the product.

### QUESTIONS

1. Explain the environmental factors which Balsara used to its advantage.
2. What is the strength of AII to market ayurvedic toothpaste in USA?