



8. Explain the different approaches to study marketing.
9. Briefly explain the different methods of pricing.
10. Why a new product fails ? Explain.
11. Write short notes on :

- a) Green marketing
- b) E-mail marketing
- c) Social media marketing
- d) Digital marketing.



SECTION – D

12. Answer **any one** of the following questions. **One** question carries **11** marks. **(1×11=11)**
 - a) Assuming that you are planning to produce a new product, explain different stages involved in development of the new product by using a flow chart.

OR

- b) Packaged fruit juice are estimated to be around 200 crores by 2020 in terms of value. In 2010, Maa food launched its brand 'Onjus', a 250 ml fresh orange juice in tetrapacks. The size of the market for fruit based drink which includes squashes, syrups, juices and drinks is found 880 crores. 'Onjus' has a sale around 30 crores in 2010 – 11; 'Onjus' (250 ml) is priced at ₹ 15. 'Real' another juice brand priced ₹ 42 for one litre. 'Onjus' one liter pack ₹ 44. 'Onjus' is distributed at around retail outlets in around 310 towns. Dabur's 'Real' distributed in around 85,000 out lets in around 250 towns. 'Onjus' introduced 250 ml pack at ₹ 9 and it helped to generate trials among consumers.

You are required to answer.

- 1) Should 'Onjus' consider only 'Real' as the competitor ?
- 2) How should 'Onjus' manage orange drinks like Godrej's 'Jumpin' ?
- 3) Are there other segments which may be of interest to 'Onjus' ?
- 4) What kinds of marketing strategies are relevant to 'Onjus' if the objectives of the brand is to develop the market for the brand ?