



**Part B** **5x6=30**  
**Answer ALL questions**  
**Each answer should not exceed 400 words or two pages**

- 11.a. Explain the stages of consumer buying process. (K2)  
(or)
- 11.b. Discuss the steps of the negotiation process. (K2)
- 12.a. List out the steps procedures in designing a product. (K2)  
(or)
- 12.b. Write short notes on the dynamics of price elasticity of demand in the presence of reference price effects. (K2)
- 13.a. Explain the steps involved in the process of advertising. (K2)  
(or)
- 13.b. Outline the media planning and selection are of top significance once the advertising goals. (K2)
- 14.a. How do understand discrete and continuous time series. (K2)  
(or)
- 14.b. Discuss the factors to consider while selecting distribution channels. (K2)
- 15.a. Explain the Decision Models for Customer Relationship Management (CRM). (K2)  
(or)
- 15.b. Discuss the browsing behaviour model in e-marketing. (K2)

**Part C** **5x12=60**  
**Answer ALL questions**  
**Question No.20 Case is Compulsory**  
**Each answer should not exceed 800 words or four pages**

- 16.a. Enumerate the Stochastic models of consumer behaviour. (K5)  
(or)
- 16.b. Describe the Webster and Wind Model of organisational buying behaviour. (K5)
- 17.a. Highlights the New product planning process. (K6)  
(or)
- 17.b. Elaborate the price discrimination model with diagram. (K5)
- 18.a. Describe the econometric models for marketing decisions. (K5)  
(or)
- 18.b. Enumerate the key decision areas in sales management. (K6)
- 19.a. "Product class is a grouping of products and services that can theoretically substitute for each other" – Describe. (K5)  
(or)
- 19.b. Enumerate the Distribution Requirements Planning (DRP) systems in Supply Chain. (K5)

**20. Case Study: Compulsory question**

**Cadbury Dairy Milk's Advertising Campaigns in India**

This case is about the various advertising campaigns undertaken by Cadbury Dairy Milk at different points of time to achieve certain objectives. Cadbury was the market leader in chocolates in India and it also was a very popular brand which enjoyed the trust of its consumers. It already had a market share of around 70% in 2011 in chocolates with its flagship brand Cadbury Dairy Milk alone having around 30 % of the share of the Indian chocolate market. The company had come a long way since the 1990s when Indian consumers associated Dairy Milk as a product meant for children. To change this, Cadbury came up with a series of campaigns to target the adult group, starting with the 'Real taste of life' campaign, to encourage people to bring out the child in them.

Then they moved on to social acceptance theme with the line- 'Those who want to eat, will find a reason for it'. Through this, Dairy Milk was able to gain an acceptance for chocolates among the adult audiences for consumption. It even won a lot of awards for its campaigns which went on to become a huge success; like the 'Real Taste of Life' campaign. After this, Dairy Milk sought to

achieve the difficult objective of replacing the traditional Indian sweets and desserts with their chocolates. For this, Cadbury ran various campaigns under 'Kuchmeethahojaye' (Let's have something sweet), including two campaigns parallelly - 'ShubhAarambh' (Auspicious beginning) and 'Meethemeinkuchmeethahojaye' (Let's have something sweet for dessert). The common thing for all the advertising campaigns was that they focused on the Indian customs and traditions and yet they gave it a modern and contemporary look to connect with all the people. Besides this, they also used a 360 degree campaign to support the television advertising campaigns, even as their rivals Nestle gave them tough competition with aggressive marketing and even directly taking on Cadbury's advertising campaign message. But many industry observers doubted the effectiveness of Cadbury's efforts and their ability to replace the traditional sweets and the traditional dessert items which had been a long part of the Indian traditions.

**Questions:**

1. Understand the various challenges faced by Cadbury Dairy Milk and how it was able to overcome them.
2. Analyze the advertising campaigns of Cadbury Dairy Milk to understand why they were successful.
3. Analyze whether Cadbury Dairy Milk was doing the right thing by trying to replace the traditional sweets and desserts and whether it would succeed.
4. Discuss in what ways the company would be able to maintain their leadership position in the future.

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