

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2018**

**Course: Marketing Management**

**Semester: III**

**Programme: BBA (AO) CC MKTG2001**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions:** Questions are weighted equally as per the sections.

**Section – A**

(Total 10 Marks)

**Compare each of the following in terms of pricing, branding, customer service, etc.**  
**(CO 1)**

- a. Any two international airlines of your choice
- b. Any two national airlines of your choice

**Section – B**

(Total 60 Marks)

**Descriptive Type Questions**

**Attempt any SIX** **(CO 2, 4)**

(a) “Channel intermediaries are essential for effective distribution of a product”. Discuss.

(b) What users’ benefits would you stress in advertising each of the following three products to each of the three markets?

Product:

- i. MP3 player
- ii. Toothpaste
- iii. Business Magazine

Market:

- i. School Teacher

- ii. Retired People
  - iii. Working Woman
- (c) “The length of product life-cycle is governed by the rate of technical change, the rate of market acceptance and ease of competitive entry.” Discuss.
- (d) “Sales promotion represents those marketing efforts that are supplementary in nature, are conducted for a limited period of time and seek to induce buying.” Discuss the statement.
- (e) What do you mean by Market Segmentation? What are various bases of Market Segmentation? As a Marketing Manager of a company, how would you segment market for the products/services to be sold all over India?
- (f) “Success or failure of several consumer products in Indian Market in the recent past was directly related to Pricing Decision.” Comment. Explain nature and importance of Pricing Decisions with suitable illustrations from Indian Consumer Market.
- (g) Indicate whether marketing research is relevant to each of the following organization/departments and if so, how each might benefit from it.
- i. A Service business
  - ii. Central Ministry in the Government of India
  - iii. A Pharmaceutical company
  - iv. A Retail outlet

### **Section – C**

(Total 30 Marks)

**Case Analysis**

**(CO 3, 5)**

#### ***Sprite : Soft Drink***

Sprite, Coca-Cola's clear lime soft drink was launched in India in 1999 and has since been one of the fastest growing brands in the Indian soft drink market. Sprite has emerged as the market leader in the Lime category of soft drinks. It holds this position the world over and is in fact the third most sold carbonated soft drink after Pepsi and Coke; it is sold in over 188 countries. The brand has been able to create tremendous popularity and a strong and compelling brand image in diverse environments.

Sprite has a unique history in the sense that the creation of its name and even its mascot predate the creation of the brand itself by quite a long timeframe. The name Sprite originated from a character named the 'Sprite boy' created for Coca-Cola to symbolize and reinforce the brand image of Coke. At around 1950, Coke had to react to the emerging new competition in the non-cola carbonated segment and was in the process of developing a light, tart but carbonated drink. At that time, given the fantastic amount of recall in the mind of the public that the name Sprite had created, the Coca-Cola Company chose to bestow this name for its latest brand. Over the years, it grew to become one of the world's leading soft drink brands and, in fact, the leading non-cola brand.

Sprite is a lemon flavoured, carbonated, light soft drink of slightly sour and acidic taste. More than the product itself the packaging is considered one of the most distinctive in the industry; the flagship SKU is made available in a bright green bottle, with bubbles decorating its surface, which symbolizes and reinforces the refreshing nature of the product. The new variant of Sprite is Sprite ice.

Sprite was one of the first soft drinks to launch large, scale and massive Internet advertisements to sustain its popularity with the teenage segment. The site [sprit.com](http://sprit.com) was created as a portal to enable its customers, especially teenagers, to shop for what they wanted online without having a credit card. This fast adaption of Internet technologies by Sprite has reinforced its image as being youthful and keeping up with the times.

The very first launch of Sprite was with the slogan, "Taste its tingling Tartness". But this being just an attribute focused slogan, it was not able to produce a lasting impact on the consumer's mind. Then the product was actually repositioned as a youth brand and the slogan that was used for advertisements along with this re-launch was "Obey your thirst". This slogan better captured the imagination of the consumer as it showed an impact on the cognitive level of the consumer. The slogan, in fact, bespeaks of the core value of self-reliance, the trait of following one's instincts and of being oneself, that is, to drink a good' thirst quencher when one is thirsty; and thus appear relevant to the anti, establishment youth tastes.

The advertisements also use straightforward and sometimes irreverent humor to get the point across and encourages the youth to trust their instincts and thus reinforces its brand personality. The visibility and brand recall are also kept high by active sponsorship in popular sports like basketball, and by active involvement in other youth activities, too. The association with these activities, apart from increasing the popularity of the brand, also served to build around it an aura of individualism, freedom, self-confidence and an ability at self-expression, which created that crucial emotional connect with the consumers. Sprite is liked by its consumers not only for its lemony lime flavor, but also for its unconventional and slightly irreverent attitude. It is advertised as a youth icon standing for a straightforward and an honest attitude. In India, the advertisements of the brand are centered on its casual but no-nonsense approach. If we look at the ad campaigns run by Sprite in India, the positioning is mainly on the thirst quenching platform, and depicts the no nonsense type, down-to-earth personality of cool drink, laced with humor and spoof. Phrases

in the ad like "Sprite Bhujhaaye Pyaas, BaakiAll Bakwaas" (Sprite quenches thirst, the rest is all hogwash) in its ad drives home the unpretentious nature that is portrayed by the brand. The second communication in the ad, which says, "Seedhi Baat, No Bakwaas, Clear Hai?!"(just straightforward, no nonsense, is it clear?) creates an even better connect with today's youth.

While Sprite has been a definite success among a diverse range of age groups, though its main target market is the youth segment. The fascination that it holds for the youth is due to its taste, irreverence combined with its refreshingly honest attitude. All these have ensured a special place for the brand in the youth's heart. To quote Mr. Venkatesh Kini, Vice-President, Marketing, Coca-Cola India: Brand Sprite is all about having a refreshingly honest and irreverent perspective on life. Sprite's new campaign has been designed to strengthen the brand's connect with the youth of today by engaging them in a simple, honest and straightforward manner. One evolution that we see in the way that advertisements for Sprite in India have been designed is that while simple, honest and straightforward still remain at the core of the brand and hence the humor that mocks other advertisements is not to be seen much, nowadays, the new advertisements depict the brand itself as honest.

Overall, Sprite has chosen a dear and simple message and delivered it consistently and has been able to create a strong brand personality with which in long run can build and develop a set of loyal customers. The latest change in the focus by building its own image without making spoofs of other ads should actually build a stronger brand personality.

### **Questions:**

1. What is the brand positioning of Sprite? How is it different from the colas? Comment on Coke's strategy to use internet and advertisement campaigns for promoting Sprite with examples (from the text and outside the text).
2. Outline the major competitors of Sprite. Compare and contrast the brand value of Sprite with its competitors keeping focus on the product and the promotional campaigns?