

NB: 1} **Section I** is compulsory and carries **20** marks

2} Answer any **Four** Questions from **Section II** of **10** marks each

3} Write both Sections in **One Answer Book**.

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**SECTION I**

The Lexmark is a leading printing and imaging solution provider. Lexmark sells its products to customers in over 150 countries around the world. Lexmark caters to both business and consumer segments through products which are specially designed for both home and office.

Lexmark sells dot matrix, Inkjet and Laser printers and other related printer supplies such as ink cartridges and toners. Lexmark is the third largest manufacturer of inkjet printers and fifth largest manufacturer of laser printers in the world. In the recent years, there has been a significant growth in the laser printer market. Lexmark has comparatively low presence in the Laser printing market. Lexmark's product portfolio consists of single function printers, photo printers and all-in-one printers. Though Lexmark's portfolio is not as comprehensive as HP, its printers have attractive features and are priced lower than that of the competitors.

Through research and development (R&D), Lexmark continuously develops new printer technologies and improves existing technologies. R&D focuses on continuously increasing product performance, ease of use and at the same time lowering the production cost. Lexmark has seven R&D centres around the world and holds over 4000 patents in countries all over the world. Lexmark's R&D efforts are aimed at developing Laser printer technologies, wireless printers and multifunction printers.

In the recent years, the revenue and the operating income of Lexmark has significantly decreased whereas that of the competitors such as HP and Canon has increased. The printer market is very competitive. Lexmark competes with large competitors such as HP, Canon and Epson who together with Lexmark caters to 80% of the global printer market. Further, convergence in copier and printer technologies has brought in a number of new players into the printer market. This includes companies such as Xerox and Ricoh who were previously copier companies. Around 80% of Lexmark's revenue is from mature markets such as US and EMEA. Although Lexmark has presence in the fast growing markets, it has comparatively a very low market share of these markets. Growth in re-manufacturers of after-market supplies which includes ink cartridges and toners has created more competition. These manufacturers purchase empty cartridges and toners from the users and, refill and sell them for a lower price than that of the original cartridge manufactures. This has reduced the sales of Lexmark's cartridges and toners.

Today, due to the increased use of mobile products such as laptops and other handheld computing devices, there is a growing demand for wireless networks and related peripherals including wireless printers. A wireless network enables wireless

**TURN OVER**

access to Internet, printing devices and provides connectivity for other wireless devices. Wireless networks are gradually becoming more popular in home and offices.

Further, web printing is another important feature which is becoming popular in printers. Printing websites is not an easy task because printing a web page normally prints unnecessary and lengthy advertisements in the webpage. This has created requirements for facilities that can print only texts on the web page.

**Questions:**

1. Conduct a SWOT analysis for use in the marketing planning process.
  2. What marketing objectives should be set by Lexmark and what strategies should it use to achieve them?
  3. Prepare the industry analysis for the Lexmark.
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**Section 2**

- Q. 2.** Describe the marketing significance of new product innovation. What challenges and opportunity face firms that introduce new products in competitive markets?
  - Q. 3.** Air India is a major Indian carrier. Use the five forces and PESTLE models to scope out the various external forces AI forces.
  - Q. 4.** Select the product with which you are familiar. Develop a segmentation matrix identifying the importance order of benefits and values for the various segments?
  - Q. 5.** Explain Porters generic strategies in details with relevant examples?
  - Q. 6.** Discuss about product life cycle in detail with a suitable example of your choice
  - Q. 7.** Describe the range of marketing mix elements that you could use in order to communicate with your customers
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