

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2014-16) (Mktg.)
Fifth Trimester Examination December 2016

Subject	Marketing Strategy		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	22.12.2016

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) Answer the questions following the case below: 20 Marks (Compulsory)

Eureka Forbes launches Aeroguard

New Delhi, 12 February, 2016: Snapdeal, India's largest online marketplace, announced an exclusive partnership with Eureka Forbes to launch a new range of air purifiers. Four different air purifiers introduced by Eureka Forbes under its Aeroguard brand purifiers will be made available exclusively on Snapdeal - Aeroguard Fresh, Aeroguard Breeze, Aeroguard Mist and Aeroguard Wave – for Rs. 4999, Rs. 12,999, Rs. 17,999 and Rs. 29,999 respectively.

The new air purifiers feature powerful 5-6 stage Active Shield filtration system which eliminates respirable airborne particles & dreaded airborne infections, making the air 99.9% purer. They are also capable of removing dust, allergens, chemicals, viruses, odors, and other indoor air pollutants from the air. The Aeroguard range of purifiers uses dust sensors to monitor the quality of air and cover an area of 200 sq. ft. to 750 sq.ft.

Speaking at the launch, Tony Navin, Partnerships and Strategic Initiatives, Snapdeal said, "With the growing concern over rising pollution levels, air purifiers have become extremely relevant to our consumers. Air purifier as a category has grown five times since 2014 on Snapdeal. We are confident that this new range by Eureka Forbes coupled with Snapdeal's reliable delivery experience will be received very well by our customers across the country."

Shashank Sinha, Sr. General Manager Marketing, Eureka Forbes said "In another three to four years, air purifier would be at least Rs 500 crore market. It is developing gradually. The present domestic market is of around Rs 100-120 crore. Eureka Forbes has over 50 per cent market share and because of the expertise and strength, which we have, I anticipate that we would retain the market leadership."

- (A) Discuss the leadership position of Eureka Forbes. In which category Eureka Forbes is pioneer?
- (B) Identify factors contributing to market opportunity for Eureka Forbes Aeroguard.
- (C) Discuss the type of new product strategy followed for the launch of Aeroguard.
- (D) Discuss the differentiation and positioning attributes for Aeroguard.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is Value pricing? How is it determined?
- b) What do you understand by Pricing and Revenue Optimisation?
- c) Differentiate between Penetration and Psychological pricing with contemporary examples.

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are different levels of strategy?
- b) Discuss different types of new product strategies.
- c) What do you understand by Positioning and Differentiation, explain with relevant examples.
- d)

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss the two different modes of market entry strategy, with example from FMCG industry.
- b) Define the strategic choices for Challenger in growth market.
- c) Define strategic choices for market leaders in growth market.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are different steps in distribution strategy formulation?
- b) Discuss different types of market communication strategies practiced by organizations.
- c) Differentiate between Advertising and publicity.

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Analyse factors for macro trend analysis for mobile phone industry.
- b) Discuss steps in opportunity analysis for any new product/service of your choice.
- c) Conduct Porter's five force analysis for package mineral water industry.

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are advantages of GE McKinsey matrix over BCG matrix?
- b) Discuss shortcomings of GE 9 cell matrix.
- c) Discuss factors contributing to 'Business strength' as parameter for GE matrix.
