

VPM's
DR VN BRIMS, Thane
Programme:PGDM (2017-19)
PGDM Trimester II Examination December 2017

Subject	Marketing Management - I		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	22.12.2017

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

Q1)20 Marks (Compulsory)

The country's second largest homegrown appliance maker Godrej Appliances is venturing into premium products, becoming the first Indian brand to do so in a market dominated by the Korean duo, LG and Samsung, with an aim to almost double the revenue and be among the top three by 2020. As part of this, the Godrej group company is getting into premium kitchen appliances, large capacity refrigerators and front-loading washing machines while premiumising its air-conditioners and microwave ovens. It is commissioning a new ₹200 crore plant in Pune to manufacture the premium range, thus Godrej will be the first company to domestically manufacture large capacity appliances, which are all currently imported.

Godrej is the fourth largest player in refrigerators after LG, Samsung and Whirlpool with 14% share. It has 10% share in washing machines but is the second largest in semi-automatic washing machines after LG with 15% share; it has 5% share in air-conditioners and 4% in microwave ovens.

The company will next year launch refrigerators with multiple doors in 500-litre plus capacity and front-loading washing machines for which it has entered into a product development partnership with an overseas company. Additionally, company is premiumising even mass segment products such as using steel drums in semi-automatic washing machines which are used mostly in front-loading

According to the Business Head of Godrej Appliances, Mr. Nandi, "The premium product market may be small, but it has been growing at a fast pace for the past 3-5 years. It will be difficult to be among the top three brands in India without a presence in the premium segment which also helps to build the brand imagery."

Q. You as a Marketing Manager of Godrej Appliances are required to suggest 4 P's strategy and STPD plan for these new premium products, which can help Godrej appliances in increasing their market share and generating more profits.

Attempt Any FOUR from the Remaining SIX Questions

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

a) While purchasing a smartphone, what could be Customer's Stated Needs, Real Needs, Unstated Needs, Delight Needs & Secret Needs?

b) Big Cola - an emerging softdrinks company want to make a promotion campaign to increase the awareness of its softdrinks products.

You as Marketing Manager are required to develop an effective Promotion Program for the same.

c) "Product fulfills the customer's Needs, whereas Brand fulfills customer's Demands" do you agree? Support your answer with suitable examples.

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

a) A newly opened electronic retail store in Mumbai, with attractive pricing offers, effective advertising, branded products & good store location have managed to drive a good footfall of prospective customers, but its sales team is not able to convert most of these prospective customers into the final customers, resulting in low sales.

What could be the probable reasons for this low conversion rates?

b) In the above situation, proper knowledge and understanding of different roles of customers i.e. Client, Consumer, Influencer, and Decision Maker would be helpful for sales team? Support your answer with suitable examples.

c) "Marketing and Selling are on and the same" Do you agree? Give suitable examples to support your answer.

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

a)



TVS Scooty Pep



Honda Activa



Bajaj Avenger

Explain in detail, 'Targeted Segment' and 'Positioning Strategies' of the above three products.

b) Value = Benefits/ Cost, does this mean that only 'Low Cost' or 'Value for Money' products can provide the VALUE? Comment with suitable examples.

c) Explain in brief various 'Dimensions of Differentiation' with suitable examples

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

a) ABC Ltd. – a manufacturer and supplier of cloth materials to various ready-to-wear brands. The company is now planning to launch its own brand of ready-to-wear clothes for men. You as a Marketing consultant are required to suggest the Marketing team, whether company should focus on 'Relationship Marketing' or on 'Integrated Marketing' and Why?

b) "Importance of Promotional Elements varies at different Stages of Consumer's Purchase Decision" do you agree? Support your answer with suitable examples.

c) A luggage brand with an objective of increasing its sales of laptop bags, wants to run sales promotion program during Christmas. What kind of Trade oriented and Consumer oriented sales promotions will be helpful for the company?

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

a)



Does the Communication Objective of both the above advertisements are same?

According to you which ad is more effective and why?

b) "A company's ability to deliver value to its customers is closely tied with its ability to create satisfaction for its employees and other stakeholders." Comment with suitable examples.

c) USA based MNC is planning to enter into Indian market with various product categories, such as FMCG (Soap & Shampoo), office stationery, fashion accessories and formal footwear under separate brands.

You as a marketing consultant are required to help them in deciding the suitable pricing strategy for each product category.

Q7) Anyone from (a) or (b) ————— 10 Marks

a) An emerging FMCG company is planning to launch a new product – "Sweet Paan", which will be priced at Rs. 15 to 35, with a host of options, from chocolate coated and strawberry Paan to saffron and kiwi.

You as a marketing manager are required to prepare a detailed Distribution Plan to ensure the product's availability in the market through all the relevant channels.

b) Bajaj Auto is planning to re-venture into rapidly growing scooter market in India, by launching new scooters. You as a Marketing Manager are required to prepare a detailed report on Marketing Environment analysis.