

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2017-19) (Mktg.)
Fifth Trimester Examination December 2018

Subject	Marketing Strategy		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	21.12.2018

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.
Q1) Answer the questions following the case below: 20 Marks (Compulsory)

Market Opportunity for Aeroguard

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. 4,999, 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) Evaluate the leadership position of Eureka Forbes in current market scenario. In which category Eureka Forbes is pioneer?
- (B) Evaluate factors contributing to market opportunity for Eureka Forbes Aeroguard.
- (C) Identify the type of new product strategy followed for the launch of Aeroguard.
- (D) Analyse 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) Elaborate the concept of Value pricing with suitable examples. How is it determined?
- b) What do you understand by Pricing and Revenue Optimisation. Illustrate the steps in the process of price and revenue optimisation process.
- c) Differentiate between Penetration and Psychological pricing with contemporary examples.

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

- a) Apply BCG matrix to the current product portfolio of Maruti Suzuki passenger car brands in automobile market.
- b) Depending on the degree of newness to the market and the company, what are

- different types of new product strategies? Explain with relevant examples.
- c) What do you understand by product / service Positioning and Differentiation? Explain with relevant examples.

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) Analyse the various strategic choices for challengers in growth market for any company in consumer durable sector.
- c) Analyse all the strategic options for market leaders in growth market for any service sector player.

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

- a) Differentiate between push and pull strategy for marketing communications with example for any movie promotion as a product of entertainment industry.
- b) Apply different types of integrated market communication strategies to design market communication plan for a brand of your choice.
- c) Differentiate between Advertising and publicity tools and various advantages and disadvantages for each.

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

- a) Differentiate between loss leader pricing strategy and dynamic pricing with examples.
- b) Discuss steps in opportunity analysis for any new product/service of your choice.
- c) Conduct Porter's five force analysis for packaged mineral water industry.

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

- a) Analyse various advantages of GE McKinsey matrix over BCG matrix?
- b) Apply GE 9 cell matrix to any product portfolio of your choice and provide strategic insights for the company.
- c) Analyse the role of various factors contributing to 'Business strength' as parameter for GE matrix.
