

VPM's
DR VN BRIMS, Thane
Programme: MMS (2022-24)
Second Semester Regular Examination September 2023

Course Name:	Marketing Management	Course Code	C-201
Roll No.		Marks	60
Total No. of Questions	6	Duration	3 Hours
Total No. of printed pages	2	Date	06-09-2023

Course Outcome Statements:

CO1: Recall various important concepts of marketing management.

CO2: Understanding the frameworks, processes and models of marketing management.

CO3: Apply the concepts and factors related to STPD, buying behaviour and marketing mix across various business sector

CO4: Analyse the marketing environment and decisions in different business scenarios

CO5: Evaluate various product, pricing, promotion and distribution decisions for products and services

Instructions: -

Q. No 1 (All Questions are Compulsory)

Q. No.	Questions	Marks	BL	CO
Q. 1	Case/Case-let Study (500-800 words)			

Titan Adopted a Large Number of Segments

Titan checked out the size and economic viability of each of the segments with the varying 'value need. Wherever it constituted a reasonably viable segment, Titan included it in its target market. Titan offered its premium brand Xyllys in the price range of 10,000-250,000 to this segment. It planned to make it the number one brand in the segment. For the 'More than One' Segment. Titan took those who wanted more than one watch into a separate segment and tempted them by offering a wide range of models. It offered them 'watches that matched one's dress and occasions. Titan was not marketing watches as time-telling instruments but as personal and fashion accessories and lifestyle statements so it had to go for lifestyle segmenting. Titan offered the youth the Fastrack brand, which related well to fun-loving college youth. Titan brought it in this range after studying the lifestyles and mindsets of 15-25-year-olds. These were casual watches with an accent on youth and the outdoors. The offer came in 25 different designs. Titan positioned Fastrack as 'Cool Watches by Titan'. Advertising, packaging and merchandising were all different for Fastrack-young, vibrant and cool-reflecting the lifestyle. Titan also tried to locate additional segments through its appeal to fantasy. People always nurse ambitions to be more than whatever they really are in life. It is a fantasy. Titan plays on that fantasy. For example, an executive may secretly wish to be a pilot. Titan also adopted the digital segment as part of its target. It moved up in technology and brought in the Fastrack Digital-a range of digital watches. These were designed exclusively for the young and sporty. Titan positioned the Fastrack Digital collection on a fashion platform. There were 22 designs in 4 series, to start with. The range was later extended to nearly 40 designs, ranging from the simple model to the latest 'space-age-looking' digitals and the futuristic ana-digi model. Titan took children between 6 and 14 years as a separate segment and offered the Dash-'an exciting brand' for the segment. It created it exclusively for children and made it available in a range of attractive colours and designs. Titan's positioning theme was 'It is for the child who has style and class, who is discerning and wants to wear a new face'. Subsequently, Titan withdrew the Dash range. Later, it brought in the Zoop range for the children. With Zoop, Titan made a real exploration into the world of children, promising to bring fun and excitement into children's life. To begin with, Titan tied up with Timex Corporation of the USA and promoted Timex Watches Ltd in India. With Timex, mass production of low-price watches had always been the strength. The tie-up was to complement the Titan range and help it exploit the low-price segment. Subsequently, Titan

	<p>terminated the alliance with Timex. It brought in the Sonata, which has been its 'value-for-money' brand. Backed by cricketer M. S. Dhoni, the brand entered this market with Super Fiber watches in 68 varieties. Sonata for 'Value for Money' and Rural Segment Titan positioned Sonata as a brand for the rural market as well, as it suited the expectations and value needs of that segment.</p>				
	a.	Analyze the above case and conclude the segmentation used by Titan for its watches.	6	Level 4	CO4
	b.	Titan wishes to revisit its segmentation and targeting strategies as per IOT, digitization, and recent trends. Determine potential segments they can cater	6	Level 5	CO5
Q. 2	Answer Any one from the following.				
	a.	Determine various steps involved in market research with a relevant example of your choice.	6	Level 5	CO5
	b.	Evaluate the effectiveness of each element in the marketing mix (product, price, place, and promotion) in achieving strategic marketing objectives	6	Level 5	CO5
Q. 3	Answer Any one from the following.				
	a.	Examine the distinct stages within the product life cycle of any consumer product of your choice and list the marketing actions/ strategies associated with each stage.	6	Level 4	CO4
	b.	Analyse the marketing environment factors to identify opportunities for a new product and List key steps involved in the process of developing a new product accordingly.	6	Level 4	CO4
Q. 4	Answer Any two from the following.				
	a.	Apply skimming pricing, psychological pricing, and penetration pricing strategies in marketing with examples of situations where each strategy could be useful.	6	Level 3	CO3
	b.	Identify how a company manufacturing car can make use of Integrated Marketing Communication (IMC) to improve its promotions.	6	Level 3	CO3
	c.	Identify the distinctions between the concepts of need, want, and demand in marketing and choose relevant examples to illustrate these differences.	6	Level 3	CO3
Q. 5	Answer Any two from the following.				
	a.	Outline the concept of five product levels.	6	Level 2	CO2
	b.	Explain 'The BCG Matrix' and Illustrate decision-making based on it	6	Level 2	CO2
	c.	Explain the concept of Distribution channels.	6	Level 2	CO2
Q. 6	Answer Any two from the following.				
	a.	Define the various marketing concepts covered in the evolution of marketing.	6	Level 1	CO1
	b.	List the various steps of Consumer Buying Behaviour.	6	Level 1	CO1
	c.	What is Positioning? What are the ways by which Positioning is achieved by marketers?	6	Level 1	CO1