

VPM's
DR VN BRIMS, Thane
Programme: MMS (2023-25)
Second Semester Regular Examination April 2024

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	3	Date	18-04-2024

Course Outcome Statements:

CO1: 1. 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)

Marks **BL** **CO**

Q. No.	Questions			
Q. 1	Case/Case-let Study			
	<p>How the Too Yumm! influencer campaign gained over 307 Million views</p> <p>Category Introduction The Indian snacks market size reached INR 38,603 Crore in 2022 and is expected to reach INR 70,731 Crore by 2028. With the snack industry in the country growing at a rapid speed, the competition in the market has grown as well. With health concerns at the heart of every consumer's concern, the growth of healthy snacking has seen a rise too.</p> <p>Brand Introduction Too Yumm! is a snack brand that offers various delicious and flavorful snacks, with keeping health at the core of the brand's values. It created an influencer-led campaign to engage with the target audience and create buzz around the brand. Using the full potential of influencers and virality of dance steps, Too Yumm! initiated a UGC (User-generated content) campaign garnering 3K+ entries for the unique challenge.</p> <p>Objective The objective of the Too Yumm! influencer campaign was to engage with the target audience and create buzz around the brand. To achieve this, the campaign leveraged social media influencers, popular music, and the brand's core message of turning mundane situations into exciting ones. The campaign aimed to create a viral challenge on social media and gain traction across various platforms.</p> <p>Creative Idea The campaign was based on the idea that Too Yumm! Karare snacks can add a masaledaar twist to any situation, making it more fun and exciting. The campaign leveraged</p>			

		<p>the extensive music library of Saregama and the popularity of Virat Kohli to create a dance challenge that encouraged the audience to showcase how biting into a Karare snack can instantly uplift their mood and make any situation more fun.</p> <p>To amplify the challenge, the brand created a special Karare Beats Filter that featured 4 peppy songs. The audience was given a choice to select one song and create a video of themselves changing a mundane situation by simply biting into the masaledaar taste of Too Yumm! Karare. The 4 songs were remixed with Too Yumm!'s popular track "Karara Hogaya" to further show the transformation from boring to fun.</p> <p>Execution The UGC campaign was kickstarted by Virat Kholi, who challenged the audience to match his 'Karare Moves' using the remixed beats made by the brand for the challenge. To gain maximum attraction and engagement, the challenge would also ensure the winner an exclusive signed bat by Virat himself.</p> <p>The brand also used a short-form video app, Josh, to further their reach with this UGC campaign. To create buzz and attract the audience, the brand roped in several influencer creators.</p> <p>Results The brand received over 3K+ entries for the dance challenge on various social media platforms. The campaign was a huge success, garnering over 307Million+ views with a 28 million plus reach and 22.6 million engagements across platforms which helped create brand awareness and reach. The campaign was successful in achieving its objectives and helped the brand in gaining a strong foothold in the snack market.</p>		
	a.	Analyse the above case for advantages and disadvantages of various tools of Integrated Marketing Communications (Promotion-mix) that can be used by Too Yumm! and its implications.	6	Level 4 CO4
	b.	Evaluate the various segmentation criteria as used by the brand in the given case.	6	Level 5 CO5
Q. 2		Answer Any one from the following.		
	a.	Amul is a leading dairy brand in India. It has an extensive distribution channel strategy to ascertain its presence across all possible channels. Determine all the possible flows among the various distribution channels and its relevance for Amul.	6	Level 5 CO5
	b.	Evaluate the basis of positioning of the following chocolate brands: Dairy Milk and Dairy Milk Silk by Identify the POPs (points of Parity) and PODs (Point of Differences) among both the brands.	6	Level 5 CO5

Q. 3		Answer Any one from the following.			
	a.	Distinguish between usage of Personal selling and Direct Marketing with respect to banking and Insurance products to HNIs (High Net-worth Individuals) segment.	6	Level 4	CO4
	b.	Identify suitable pricing strategies for E-commerce grocery brand like Zepto, Big-basket, Amazon Fresh are using to attract customers of different segments in metropolitan cities.	6	Level 4	CO4
Q. 4		Answer Any two from the following.			
	a.	Utilize concept of Segmentation, Targeting and Positioning for the product 'Air Purifiers' in the Indian markets for a new Korean company which is planning to enter India.	6	Level 3	CO3
	b.	Develop marketing mix of any brand of your choice in FMCG sector.	6	Level 3	CO3
	c.	Apply steps in Organisational buying process for placing order for purchasing two-hundred laptops for middle level managers in a corporate office.	6	Level 3	CO3
Q. 5		Answer Any two from the following.			
	a.	Contrast between the following: i. Latent and Unwholesome demand ii. Product-mix length and Product-mix width	6	Level 2	CO2
	b.	Explain various steps required to conduct market research.	6	Level 2	CO2
	c.	Compare BCG matrix and GE McKinsey matrix for its differences in usage for product portfolio analysis.	6	Level 2	CO2
Q. 6		Answer Any two from the following.			
	a.	List all the External-Marketing Environment factors affecting any business.	6	Level 1	CO1
	b.	How does marketing concept evolved from Selling concept to Marketing concept? Give examples.	6	Level 1	CO1
	c.	Why are needs, wants and demand important in marketing management?	6	Level 1	CO1