

## MAP02

Roll No. \_\_\_\_\_

Total No. of Printed Pages: 3

Total No. of Questions: 6

Maximum Marks: 60

Duration (Hrs.): 3

Note: All the questions carry equal marks, i.e. 10 marks each. All questions are compulsory although internal choices are there in 3 questions.

Q.1. Define and describe the following Strategies for Challengers in Growth Markets, with 1 example for each:

- (A) Frontal Attack
- (B) Leapfrog
- (C) Flank Attack
- (D) Encirclement
- (E) Guerilla Attack

Q.2. What are the different tools for Direct Marketing? Discuss each one briefly with reference to its application in consumer-durables marketing.

Q.3. How does B-2-B marketing differs from consumer products marketing? Illustrate the difference with reference to 4P's and buyer behavior.

OR

Describe the rural marketing strategies for any 5 players from different industries.

Q.4. What are the different Retail Formats according to various basis of classification? Describe all of them with relevant examples.

OR

Describe 5 emerging tools of E-marketing with example of its implementation in five different service sectors.

Q.5. Explain the various Branding and Pricing Strategies for FMCG marketing.

OR

Design a Marketing Plan for Print Media to launch a new local language newspaper in Maharashtra.

Q.6. Read and analyze the following case carefully and answer the following questions briefly to the point:

## Domino's: New Positioning Strategies

Here is a brief description of how Domino's evolved as a brand over the period of time. Domino's considers itself to be in the food service sector but not as a pizza player. The very definition of Marketing is that it is discipline of optimally allocating company's resources for fulfilling consumers' needs so as to ensure a balance of consumers' subjective profits and the company's long term financial profits.

Over a period of time, customers' perception about Domino's changed and hence the subjective profits also varied. To sustain the long term profits in the market Domino's had to work hard in redefining its positioning in the minds of the customers.

For any business the first thing to do right is to choose a right segmenting variable. Segmenting variable could be anything like demographic parameter like age, region, sex etc. Or attitude, behavior like lifestyle, culture, belief, habits etc. Most of the people would be surprised to see that age, disposable income and family size are not the segmenting variable of Domino's. In fact the segmenting variable of Domino's is OCCASION. They have segmented the market on the basis of occasion so that people want a meal replacement for change in mood, party, spending time with family and kids, spending time with old friends, formal meeting with colleagues, clients and so on and so forth.

So Domino's business is providing a high quality tasty food in meal replacement sector. When Dominos entered into Indian market, they tried to establish in a pizza category. First of their communications and tag line was based on the attitude that whenever and wherever you are hungry just call dominos. "HUNGRY KYA?" in one of the initial advertisements for which Mallika Sherawat was the model. So some of the advertisements did fairly well and they established **points of parity** with other players.

Soon they realized that for home delivery model, time is the parameter which most of the customers value so they created a **point of difference** by new value proposition that is "30 Minutes or free". Paresh Rawal featured ad in monsoon of Mumbai was a real hit and got many national and international awards. So after some time, when Domino's business was not growing as fast as they expected they did lot of in depth and focus interviews where they found that it is not fast service which is the value driven parameter for customers, it is 'Taste' which people want to pay for along with value for money. So once again as per the customers' expectations Domino's introduced pan size pizza worth rupees thirty five and it all along changed the perception of people that Domino's is a value for money. Similar positioning continued for launch of 'Pizza Mania'.

So now responding to the customers' instinct to value taste as the foremost reason to order pizza at home or office, they spent huge amount of money in R&D, hired new chefs on Domino's payroll and introduced various new variants in the Indian market like Cheese crust, Chinese pizza, 3 cheese pizza, wheat crust, thin crust and other regional flavours etc. Some of them were instant hit and some could not do well. But one thing was very clear that constant innovation in product would only make your company better. So now company has established three core values namely "30 Minute, free delivery", "taste" and "Value for money", with once again new positioning. "KHUSHIYON KI HOME DELIVERY" is a new tag line and by virtue of this proposition, they could incorporate any of the core value in a same tagline. This is a beauty of any successful brand "CONSISTENCY". The brand which is consistent over a period of time across product line remains there for a long time.

Hope to see brand Domino's there for long time in the market with new brand proposition.

- (A) What are the different bases of service positioning? During its course of repositioning, what all bases were used by Domino's while creating different brand propositions? (4 marks)
- (B) Compare and contrast the changing consumer behaviour dynamics responsible for Repositioning of brand Domino's. (2 marks)
- (C) Enlist the different product-mix strategies used for FMCG marketing. Which of these were used by Domino's? (4 marks)

\*\*\*\*\*