

<p style="text-align: center;">VPM's DR VN BRIMS, Thane Programme: MMS (2021-23) First/Second Semester Supplementary/Regular Examination October 2022</p>				
Course Name: Marketing Management		Course Code		MMS-2-C-01
Roll No.		Marks		60
Total No. of Questions		6	Duration	3 Hours
Total No. of printed pages		Date		06/10/2022
Course Outcome Statements:				
<p>CO1. Recall various important concepts of marketing management.</p> <p>CO2. Understanding the frameworks, processes and models of marketing management.</p> <p>CO3. Apply the concepts and factors related to STPD, buying behaviour and marketing mix across various business sectors.</p> <p>CO4. Analyse the marketing environment and decisions in different business scenarios.</p> <p>CO5. Evaluate various product, pricing, promotion and distribution decisions for products and services.</p>				
Instructions: -			Marks	BL
Q. No 1 (All Questions are Compulsory)				
Q. No.	Questions			CO
Q. 1	<p style="text-align: center;">Case/Case-let Study (500-800 words)</p> <p>Nestle is an Anglo-Swiss company in the condensed milk product category. It has a wide plethora of consumer products ranging from dairy to tea, coffee or chocolates. Nestle segments its worldwide market through various segmentation criteria depending on the target market attributes. There are various products in the product portfolio of Nestle. Nestle offers multiple brands in various product categories like Nescafe and Sunrise in coffee, Maggi brand for instant noodles and tomato catchup, Milky bar and Kit-kat in chocolate categories, Celerac in the baby food category and so on.</p> <p>Nestle looks at demographic segments while targeting its products Cerelac, Lactogen, Koko Krunch, Nido, Nestle divided the market area segment from newborn babies to children of different age groups. Nescafe Sunrise targets middle-income groups while ready-to-eat breakfast cereals to higher-income groups. Nescafe Ice, a brand of cold coffee, as well as Nestea, a brand of ice tea, both targeted to geographies with hot climates.</p> <p>Maggi noodles and ready-to-drink beverages targets the busy working population looking for easy and fast alternatives to breakfast. Maggi Cuppa Noodles targets the travelling segment. 'Maggi Bhuna Masala' (roasted ground spice mix) targets behaviourally to people who are fond of cooking by adding flavours to home-cooked food. Nestle chocolates and Kit-Kat though target a broader segment of chocolate lovers of all age groups</p>			

		but predominantly children and youth. It can be said that Nestle has something for every segment of the consumer.			
	a.	Analyse the Nestle product portfolio for its various basis of Segmentation and Positioning strategies.	6	Level 4	CO4
	b.	Recommend suitable product strategies for Nestle to expand its product portfolio in Indian markets.	6	Level 5	CO5
Q. 2		Answer Any-one from the following.			
	a.	Compare the Penetration pricing and Premium pricing strategies with suitable examples of products from the electronics industry.	6	Level 5	CO5
	b.	Recently launched Mumbai-based start-up named “Goodfellows” which is supported by Mr Ratan Tata works for empowering and caring for senior citizens. Recommend suitable promotional tools for the start-up.	6	Level 5	CO5
Q. 3		Answer Any-one from the following.			
	a.	Distinguish between various micro and macro factors of the marketing environment for a choice of your sector for the post-Covid-19 scenario.	6	Level 4	CO4
	b.	Classify the distribution channels to be deployed for consumer products with reference to e-commerce and retail.	6	Level 4	CO4
Q. 4		Answer Any two from the following.			
	a.	Apply the steps in the consumer buying process for a first-time car purchase.	6	Level 3	CO3
	b.	Identify the marketing mix for a product of your choice in the packaged food industry.	6	Level 3	CO3
	c.	A large IT service firm has to place an order for new devices and plan various steps in organisational buying behaviour for the same.	6	Level 3	CO3
Q. 5		Answer Any two from the following.			
	a.	Explain Ansoff’s Matrix for product market growth with an example for each quadrant of the matrix.	6	Level 2	CO2
	b.	Compare BCG and GE Mc Kinsey matrix with three points of difference.	6	Level 2	CO2
	c.	Illustrate Porter’s five force model for various competitive forces operating in an industry.	6	Level 2	CO2
Q. 6		Answer Any two from the following.			
	a.	Define Product, Production and Sustainability concepts of marketing.	6	Level 1	CO1
	b.	Relate the concepts of ‘Need’, ‘Want and ‘Demand’ with reference to any example of your choice.	6	Level 1	CO1
	c.	What are the various components of a Marketing Information System?	6	Level 1	CO1