

VPM's
DR VN BRIMS, Thane
Programme: MMS (2021-23)
Third Semester Examination February 2023

Course Name:	Marketing Strategy	Course Code	MMS – M305			
Roll No.		Marks	60			
Total No. of Questions	6	Duration	3 Hours			
Total No. of printed pages	3	Date	09-02-2023			
Course Outcome Statements:						
CO1 - RECALL the Basic Concepts of Marketing Strategy						
CO2 - DESCRIBE concepts of marketing strategy with reference to product, price, promotion, distribution and need for market research						
CO3 - APPLY marketing strategy through integrating concepts across product life cycle, branding, pricing, distribution						
CO4 - ANALYZE SWOT, Brand culture, Situation using 5C's, PEST and channel systems across various sectors						
CO5 - ASSESSMENT of key Marketing Metrics for effective Marketing decisions						
CO6 - CREATE Marketing plan to facilitate Marketing decisions.						
Instructions: -				Marks	BL	CO
Q. No 1 (All Questions are Compulsory)						
Q. No.		Questions				
Q. 1		Case/Case-let Study (500-800 words)				
		<p>The re-entry of homegrown smartphone brand Micromax Informatics Limited (Micromax) into the Indian smartphone market with a new range of 'In' smartphones launched in November 2020. In an attempt to cash in on the anti-China sentiment triggered by the India-China military clash in Galwan Valley in June 2020 and backed by the Indian government's Production Linked Incentive (PLI) scheme, Micromax plotted a grand comeback to the Indian smartphone market. Micromax was once India's leading smartphone manufacturer with a market share of 17% in the second quarter of 2014. However, it lost its coveted position due to intense competition, spurred by an onslaught of new entrants from China, and internal conflicts within the company. The case highlights the problems Micromax faced in 2016 when revenues started to drop as many top executives left the company, and the influx of Chinese brands threatened its market share. Micromax decided to exit the smartphone space in 2018 as it could not compete on the pricing front with the Chinese handset brands.</p> <p>As Micromax embarks on its second innings in the highly competitive Indian smartphone market, it will face certain challenges including intense competition from Chinese rivals, the onset of 5G, reduced customer spending due to COVID-19, and regaining the trust of customers. Whether Micromax can make a strong re-entry and reclaim its lost market position remains to be seen</p>				
	a.	Analyse the information given in the case and prepare marketing plan for the Micromax		6	Level 4	CO4
	b.	Evaluate the reasons behind Micromax's earlier success in India.		6	Level 5	CO5

Q. 2		Answer Any one from the following.																																									
	a.	Critically Evaluate - “Brand awareness plays a vital role in the success of business”	6	Level 5	CO5																																						
	b.	Explain the concept of the Product Life Cycle and compare the various stages of the Product Life Cycle.	6	Level 5	CO5																																						
Q. 3		Answer Any one from the following.																																									
	a.	<p>Analyse given data for getting a payback period</p> <p>A Company is considering an investment of 600000 on marketing project Cash annual flow for the same will be</p> <ul style="list-style-type: none"> • 120000 • 140000 • 180000 • 200000 • 250000 	6	Level 4	CO4																																						
	b.	List the steps of New Product Development Process	6	Level 4	CO4																																						
Q. 4		Answer Any two from the following.																																									
	a.	<p>Construct BCG Matrix for data given below</p> <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>SB Us</th> <th>Mar ket share %</th> <th>Sales in Crores (1999)</th> <th>Sales in Crores (2000)</th> </tr> </thead> <tbody> <tr><td>A</td><td>10</td><td>100</td><td>120</td></tr> <tr><td>B</td><td>12</td><td>80</td><td>120</td></tr> <tr><td>C</td><td>14</td><td>200</td><td>350</td></tr> <tr><td>D</td><td>18</td><td>250</td><td>400</td></tr> <tr><td>E</td><td>31</td><td>70</td><td>80</td></tr> <tr><td>F</td><td>7</td><td>150</td><td>200</td></tr> <tr><td>G</td><td>6</td><td>80</td><td>100</td></tr> <tr><td>H</td><td>2</td><td>60</td><td>65</td></tr> </tbody> </table>	SB Us	Mar ket share %	Sales in Crores (1999)	Sales in Crores (2000)	A	10	100	120	B	12	80	120	C	14	200	350	D	18	250	400	E	31	70	80	F	7	150	200	G	6	80	100	H	2	60	65	6	Level 3	CO3		
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	b.	<p>Make use of given data for getting return on marketing investment</p> <p>A law firm that focuses on housing-related cases, wants to gain more clients. They write five blog posts about tenant rights. Each post includes a tracking URL that links to a landing page where prospects can request a free legal consultation.</p> <p>The firm spent \$900 paying employees to draft five blog posts and \$100 to promote it. The posts result in eight leads -- four of which become clients. The firm made an average of \$2,000 per client</p>	6	Level 3	CO3																																						
	c.	Develop diffusion of innovation model newly launched consumer durable products	6	Level 3	CO3																																						
Q. 5		Answer Any two from the following.																																									
	a.	Summarize types of strategic alliances	6	Level 2	CO2																																						
	b.	Explain concept of situation analysis	6	Level 2	CO2																																						
	c.	Explain concept of net promoter score	6	Level 2	CO2																																						
Q. 6		Answer Any two from the following.																																									
	a.	Describe concept of channel conflict	6	Level 1	CO1																																						
	b.	What are different pricing strategies	6	Level 1	CO1																																						
	c.	Describe product structure	6	Level 1	CO1																																						