

VPM's
DR VN BRIMS, Thane
Programme: MMS (2022-24)
Third Semester Examination Jan - February 2024

Course Name:	Marketing Strategy	Course Code	M305
Roll No.		Marks	60
Total No. of Questions	6	Duration	3 Hours
Total No. of printed pages	3	Date	01-02-2024

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 resurgence of indigenous smartphone brand TechGenius Technologies Limited (TechGenius) into the Indian smartphone market with a new series of 'NextGen' smartphones unveiled in November 2020. Seeking to capitalize on the anti-China sentiment ignited by the India-China military clash in Galwan Valley in June 2020 and supported by the Indian government's Production Linked Incentive (PLI) scheme, TechGenius orchestrated a significant comeback to the Indian smartphone scene. TechGenius, once a dominant player in the Indian smartphone manufacturing landscape with a market share of 17% in the second quarter of 2014, relinquished its prime position due to fierce competition fueled by the influx of Chinese competitors and internal organizational challenges. The case underscores the difficulties faced by TechGenius in 2016, marked by declining revenues, the departure of key executives, and the encroachment of Chinese brands threatening its market standing. Ultimately, TechGenius exited the smartphone sector in 2018 due to an inability to match the pricing strategies of Chinese handset brands.</p> <p>As TechGenius embarks on its comeback journey in the fiercely contested Indian smartphone market, it is poised to confront various hurdles, including fierce competition from Chinese counterparts, the advent of 5G technology, diminished consumer spending due to COVID-19, and the task of rebuilding customer trust. The success of TechGenius</p>			

	a.	Analyse the information given in the case and prepare marketing plan for the Tech Genius	6	Level 4	CO4																																				
	b.	Evaluate the challenges that Tech Genius may face in current Indian Market	6	Level 5	CO5																																				
Q. 2	Answer Any one from the following.																																								
	a.	Critically Evaluate - "Brand equity plays vital role in the success of business"	6	Level 5	CO5																																				
	b.	Assess the concept of product classification on the basis of tangibility and durability of the industry of your choice.	6	Level 5	CO5																																				
Q. 3	Answer Any one from the following.																																								
	a.	<p>Analyse given data for getting brand retention and brand switching</p> <p>Only three Retail Organizations operating in New Delhi namely "Times Group", Express Group" & "Dawn Group". Entire New Delhi Market is captured by these three companies. Times group is market leader with 800 thousand customers. Dawn group is at second position with 500 thousand customers and Express group is at third position with 400 thousand customers. Times group is at market leader position so their main concern is to maintain their market leader position whereas other two companies are trying to get market leader position by attracting more customers. These companies have started marketing war because of which it has witnessed huge Brand Switching. Times Group has lost 250 thousand customers out of which 150 thousand went to express group and 100 went to Dawn group. Express Group lost 150 thousand customers to Times Group and 50 thousand to Dawn Group. Dawn Group lost 100 thousand customers to Times Group and 25 thousand customers to Express Group</p>	6	Level 4	CO4																																				
	b.	<p>Analyse the following data for plotting BCG Matrix</p> <table border="1" data-bbox="319 1288 1037 1780"> <thead> <tr> <th>SBU</th> <th>Market 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>	SBU	Market 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 4	CO4
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Q. 4	Answer Any two from the following.																																								
	a.	<p>Make use of given data for getting return on marketing investment</p> <p>A boutique wants to promote their new line of summer dresses, but they don't have time or equipment to make a video. They connect with a local fashion influencer and pay her \$300 to do an Instagram video titled, "The Best Summer Dresses for 2019."</p>	6	Level 3	CO3																																				

		They tell the influencer to place a tracking URL to the online store in her bio. She also directs viewers to the bio in the video's caption. Through the tracking link, the boutique can see that they've gotten 50 visits. Of those visits, 30 people put an item in their cart. Ten purchased one of the \$50 dresses.			
	b	Make use of given data for getting pay back period A Company is considering investment of 500000 on marketing project. Cash flow for the same will be 170000,170000,120000,120000,120000	6	Level 3	CO3
	c.	Develop model for calculating net promoter score	6	Level 3	CO3
Q. 5		Answer Any two from the following.			
	a.	Explain concept of BGC Matrix	6	Level 2	CO2
	b	Explain media effectiveness study	6	Level 2	CO2
	c.	Explain product structure	6	Level 2	CO2
Q. 6		Answer Any two from the following.			
	a.	Define concept of channel conflict	6	Level 1	CO1
	b	What is product life cycles	6	Level 1	CO1
	c.	Describe new product development	6	Level 1	CO1