

VPM's
DR VN BRIMS, Thane
Programme: MMS (2023-25)
Third Semester Regular Examination December 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	04-12-2024

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			
	<p>In April 2019, EcoCycle Gear, a leading outdoor equipment company based in Canada, introduced its fully recyclable hiking backpack – ECOLOOP (Loop). It took EcoCycle Gear close to seven years to design and perfect the Loop using a single material and without relying on adhesives or chemical solvents. Initially launched in a beta phase, a full-scale commercial release was planned for Spring 2023 in India. Customers were encouraged to return their Loop backpacks to EcoCycle Gear once they reached the end of their lifecycle. The company would then disassemble the backpacks into their components and manufacture new ones from the recycled material.</p> <p>For this purpose, the Loop was constructed entirely from a single material – Recycled Nylon Polymer (RNP). This innovation represented a significant step toward addressing the environmental impact of outdoor gear, which often contributes to waste and landfill overflow.</p> <p>Sustainability Focus: Producing hiking gear from used backpacks was a revolutionary concept. Unlike traditional recycling methods, which often result in downcycling (producing materials of lesser quality), EcoCycle Gear’s process maintained the quality and integrity of the original material. The company had been actively exploring sustainable solutions to reduce waste and promote environmental responsibility, and the Loop backpack was a key milestone in its commitment to sustainability</p>			

	a.	Analyse the information given in the case and prepare marketing plan for the Ecocycle Gear .	6	Level 4	CO4																																																
	b.	“Should the company explore partnerships with environmental organizations to enhance its sustainability efforts?” Defend your Answer	6	Level 5	CO5																																																
Q. 2		Answer Any one from the following.																																																			
	a.	Critically Evaluate - “The Product Life Cycle (PLC) is a framework that describes the stages a product goes through from its inception to its withdrawal from the market”	6	Level 5	CO5																																																
	b.	Justify that Strategic alliances are collaborative agreements between two or more organizations that come together to achieve specific goals while maintaining their independence	6	Level 5	CO5																																																
Q. 3		Answer Any one from the following.																																																			
	a.	Analyse 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 4	CO4																																																
	b.	Analyse given data for new market share Market share of Brand A, B, C are 50%, 30% and 20% respectively. Customers shift their brands and brand switching matrix of every quarter is given below. <table border="1" data-bbox="331 1211 1158 1355"> <thead> <tr> <th></th> <th>A</th> <th>B</th> <th>C</th> </tr> </thead> <tbody> <tr> <th>A</th> <td>50%</td> <td>30%</td> <td>20%</td> </tr> <tr> <th>B</th> <td>20%</td> <td>70%</td> <td>10%</td> </tr> <tr> <th>C</th> <td>20%</td> <td>20%</td> <td>60%</td> </tr> </tbody> </table>		A	B	C	A	50%	30%	20%	B	20%	70%	10%	C	20%	20%	60%	6	Level 4	CO4																																
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Q. 4		Answer Any two from the following.																																																			
	a.	Construct BCG Matrix for data given below <table border="1" data-bbox="317 1507 949 2051"> <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>13</td> <td>10</td> <td>12</td> </tr> <tr> <td>B</td> <td>8</td> <td>15</td> <td>23</td> </tr> <tr> <td>C</td> <td>7</td> <td>200</td> <td>350</td> </tr> <tr> <td>D</td> <td>6</td> <td>250</td> <td>400</td> </tr> <tr> <td>E</td> <td>5</td> <td>70</td> <td>80</td> </tr> <tr> <td>F</td> <td>4</td> <td>150</td> <td>200</td> </tr> <tr> <td>G</td> <td>8</td> <td>80</td> <td>100</td> </tr> <tr> <td>H</td> <td>2</td> <td>52</td> <td>60</td> </tr> <tr> <td>I</td> <td>25</td> <td>35</td> <td>45</td> </tr> <tr> <td>J</td> <td>12</td> <td>42</td> <td>47</td> </tr> <tr> <td>K</td> <td>10</td> <td>80</td> <td>82</td> </tr> </tbody> </table>	SBU	Market share %	Sales in Crores(1999)	Sales in Crores(2000)	A	13	10	12	B	8	15	23	C	7	200	350	D	6	250	400	E	5	70	80	F	4	150	200	G	8	80	100	H	2	52	60	I	25	35	45	J	12	42	47	K	10	80	82	6	Level 3	CO3
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	b	Make use of given data for getting return on marketing investment An online gardening store wants to use a PPC ad to spread awareness of a new line of luxury lawn mowers -- which cost \$1,000 each. On their first campaign, where the price isn't shown, they spent \$1,000. Of the visitors they received, three placed the item in their cart and one made a purchase. In the next campaign, they included the price. They spent a total of \$500. Of their web visitors, 12 placed the lawnmower in a cart and seven purchased it. To see how the PPC ad's script change impacted ROI, the garden store could use the formula for both campaigns. They could count users who carted the product as a lead.	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.	Explain concept of Net Promoter Score	6	Level 2	CO2
	b	Explain concept of classification of product based on usage	6	Level 2	CO2
	c.	Contrast between Marketing Intelligence and Marketing Research	6	Level 2	CO2
Q. 6		Answer Any two from the following.			
	a.	What is Brand awareness	6	Level 1	CO1
	b	What is Situation Analysis (5Cs)	6	Level 1	CO1
	c.	Describe omni channel marketing	6	Level 1	CO1