VPM's
DR VN BRIMS, Thane
Programme: MMS (2024-26)
First Semester Regular Examination January 2025

Course Name:	**Fundamentals of Marketing**	**Course Code**	**C-106**
Roll No.		**Marks**	**60**
Total No. of Questions	6	**Duration**	**2 Hour**
Total No. of printed pages	2	**Date**	**08-01-2025**

Course Outcome Statements:

CO.1 Recall various important concepts of marketing management.
CO.2 Understand the frameworks, processes and models of marketing.
CO.3 Apply the concepts and factors related to STPD and marketing mix across various business sectors.
CO.4 Analyse Marketing Information, 5C, New 4C's, marketing environment and decisions in different business scenarios.
CO.5 Evaluate marketing decisions and choose appropriate solutions keeping in mind organizational opportunities, competition, resources and constraints.

Instructions: -	**Marks**	**BL**	**CO**
Q. No 1 (All Questions are Compulsory)			

Q. No.		**Questions**			
Q. 1		**Case/Case-let Study**			
		Adapting to Change – Amul's Journey from the Old 4C to the New 4C Framework Amul, the top dairy cooperative in India, has been well-known since 1946. Amul, which is well-known for its inventiveness and reliable marketing, has always used the Old 4C framework - to propel its expansion. Targeting middle-class families with reliable, reasonably priced dairy products, the company was able to maintain a competitive edge because to its strong supply chain, farmer network, and economies of scale. However, the dairy sector has changed due to increased competition from premium startups, local brands, and shifting consumer expectations. Due to convenience and health concerns, consumer preferences have changed, with a growing desire for low-fat, lactose-free, and organic products. Furthermore, e-commerce has become a dominant force due to the transformation of customer purchasing behaviour brought about by digital platforms. Price-conscious consumers, rising inflation, and the growing demand for plant-based milk were some of Amul's major obstacles. Amul had to change its approach as rivals like Epigamia and Country Delight used digital touchpoints to provide individualized experiences. In order to stay ahead of the competition and meet changing consumer needs, Amul responded by switching to the New 4C framework. Amul faced several significant problems and difficulties throughout this change like Internal opposition from established stakeholders used to conventional marketing strategies as well as There were operational difficulties due to the requirement to use digital platforms for co-creation and real-time consumer conversations. Pricing Strategy dilemma was also bothering Amul for striking a balance between the necessity of dynamic pricing in times of market volatility and affordability. Since it took a lot of resources and experience to move from a mass communication strategy to individualized encounters. Amul was keen to appealing to Gen Z and millennials who are tech-savvy while retaining brand loyalty among older consumers. Amul started the "Create Your Flavor" campaign to promote co-creation. Customers were asked to vote online for new ice cream flavors, and influencers were enlisted to promote recipes that			

		included Amul goods. In order to combat "currency," Amul implemented dynamic value packs via their mobile app during holiday seasons, providing bundled product combos such as cheese and butter along with customized discounts. By showcasing its farmer network through live events and digital narratives, the company launched the "Celebrate Dairy Farmers" campaign, which promoted a strong sense of community. Additionally, Amul improved customer interactions by using clever creatives to interact with its audience on social media sites like Instagram and Twitter advertisements and Q&A sessions that urged users to share their sentimental "Amul Moments."			
	a.	**Analyze** how Amul has tackled the challenges faced during the transition from old 4C to New 4 C.	**5**	**Level 4**	**CO4**
	b.	**Justify** how the steps in market research process can be utilised by Amul to address new 4Cs effectively.	**5**	**Level 5**	**CO5**
Q. 2		**Answer the following**			
	a.	**Titan** segmented the watch market based on demographic, psychographic, and behavioural factors. Fastrack was launched as a sub-brand of Titan focused on the youth market in the mid-priced category. It initially targeted 20-30-year-old males but later expanded to women. **Evaluate** the appropriateness of Segmentation, Targeting, and Positioning for the Fastrack brand.	**10**	**Level 5**	**CO5**
		Or			
	b	**Recommend** suitable strategies of Product mix and line decisions for a product portfolio of any company of your choice.	**10**	**Level 5**	**CO5**
Q. 3		**Answer the following**			
	a.	**Examine** all the Internal and External Environmental factors influencing Maruti Suzuki for the launch of 'e-Vitara', an electric version of the existing SUV car Grand Vitara into Indian markets.	**10**	**Level 4**	**CO4**
		Or			
	b.	**Compare** the following for FMCG ready-to-cook food products: (i) Various Targeting strategies (ii) Various Segmentation variables	**10**	**Level 4**	**CO4**
Q. 4		**Answer the following**			
	a.	**Apply** diffusion of Innovation concept to fitness tracking smartwatch product through various stages of PLC with relevant factors.	**10**	**Level 3**	**CO3**
		Or			
	b.	**Make use of** the concept of Marketing-mix to any FMCG product of your choice and elaborate.	**10**	**Level 3**	**CO3**
Q. 5		**Answer the following**			
	a.	Classify 'Product' based on consumer buying behaviour.	**10**	**Level 2**	**CO2**
		Or			
	b.	Explain the transition from the Production concept of marketing to Sustainability & Customer Orientation.	**10**	**Level 2**	**CO2**
Q. 6		**Answer the following**			
a	**i**	**What** are the various entry strategies at different levels of PLC?	**5**	**Level 1**	**CO1**
	ii	**How** are the concepts of need, want and demand important in the domain of marketing?	**5**	**Level 1**	**CO1**
		Or			
b	**i.**	**What** do you understand by Experience Economy?	**5**	**Level 1**	**CO1**
	ii	**Recall** the New Product Development Process in brief.	**5**	**Level 1**	**CO1**