

K.J. Somaiya Institute of Management Studies & Research
Course: PGDM-A & B / I.B. / R.M./COMM (Batch 2018-20), Tri-I
Sub: Marketing Management-I
(End Term Examination)

Time: 3 Hours

Marks: 50

Date of Exam: 22/09/2018

Note:

- 1. Section A is compulsory.**
- 2. From Section B, attempt any TWO.**
- 3. Elaborate your answers with use of suitable theoretical concepts and relevant industry examples.**

Section A

QUESTION 1 (20M)

Case: Pulse Candy: Sustaining the Brand Differentiation

1. What are the main challenges for the marketers of sugar confectionery products in India, and how can one overcome these challenges? **(10 M)**
2. Critically examine the marketing efforts of Pulse. Do you consider Pulse a successful brand in its category? Justify with numbers. What kind of business expansion should brand Pulse undertake? **(10 M)**

QUESTION 2 (10M)

Write Short notes on **ANY TWO** of the following:

1. Difference between Psychographic and Behavioral Segmentation
2. The Product Life Cycle
3. The Marketing Research Process
4. Product Mix

Section B

QUESTION 3. (10 M) (Attempt any 2 from A, B and C)

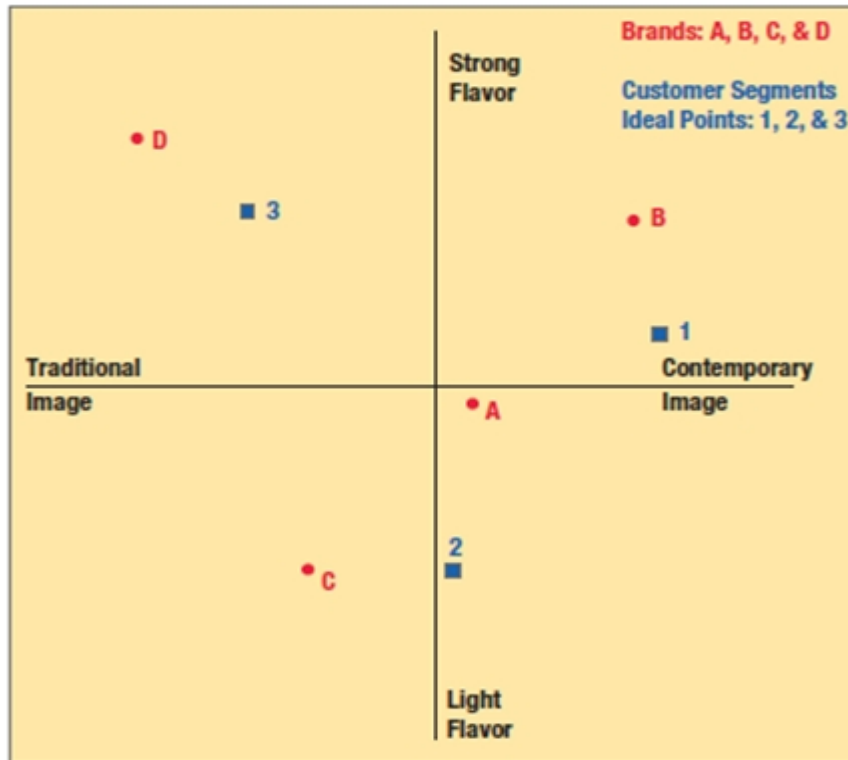
- A.** Discuss the POP and POD of the following **(ANY ONE)**
- 1) McDonald's
 - 2) Subway

B. Who is the target segment for the following product and what is the positioning of the brand? **(ANY ONE)**

- a) Sunfeast Dark Fantasy Cookies
- b) Himani Navratna Tel
- c) Amazon Prime
- d)

C. Refer to the perceptual map below.

The various market segments of Coffee brands A, B, C, D are plotted. Brand A is facing issues in sales numbers and footfalls at stores. If you were the Marketing Manager for Brand A, what re-positioning strategies would you recommend and why?



QUESTION 4 (10 M)

Comment on the five Product Levels for any **ONE** of the following. Further, add a note on Product Hierarchy on the same:-

- A) Fitness Apps
- B) Smart TVs
- C) AirBnB

QUESTION 5 (10 M)

The state of linear or live television in India is fading. Several factors are assisting the shift from live TV to Video-On-Demand. For starters, the change is taking place at the level of devices. Smartphone penetration is increasing as these devices become cheaper. The generation-Z will not know that TV was something which showed programmes at a particular hour. The control is increasingly in the hands of the consumer and the change is irreversible.

Identify and substantiate the segment for VOD in India. Critically evaluate the reasons for the changing media consumption behavior

QUESTION 6 (10 M)

Starbucks Debuts Nitro Cold Brew in India

Leading global innovation in coffee for over four decades, Starbucks introduces a new generation of coffee in India with Nitro Cold Brew on tap. Using the highest quality coffee beans, the Nitro Cold Brew unfolds an irresistible coffee experience where time meets texture. With each cup 48 hours in the making, the Nitro Cold Brew is a super-smooth, naturally sweet coffee that cascades from the tap with a velvety, creamy texture which customers can see and taste.

Nitro Cold Brew marks Starbucks next chapter of coffee innovation offering customers an elevated coffee experience through its newest take on its signature Cold Brew. In today's fast-paced world where everything is instant and on-demand, Starbucks Nitro Cold Brew allows customers to enjoy small-batch, slow-steeped coffee like they've never tasted it before. After handcrafting the Cold Brew recipe, baristas perfect the pour by pulling the tap and allowing the Cold Brew coffee to mix with nitrogen to deliver an entirely new cold coffee experience. Nitro Cold Brew is cold right out of the tap and served unsweetened without ice. Tata Starbucks marketing, category and digital head Veetika Deoras said: "At Starbucks, innovation is always brewing. Starbucks Nitro Cold Brew is currently available in Mumbai, Bangalore, Delhi, Noida, and Kolkata.

Using the Theory of Diffusion of Innovations - identify the different marketing strategies that can be employed by Starbucks to appeal to the different adopter categories.

END OF PAPER - ALL THE BEST