

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

MMM – I SEM. (2017-20 Batch)

Sub: Marketing Management

Maximum Marks: 50

Duration: 3 Hours

Date: 25th Nov 2017

Instructions Question No 1 is compulsory and carries 20 Marks. Answer any 3 from the remaining. Rest of the questions carry 10 Marks each.

QUESTION 1

(20 Marks)

Case Study

In April 2008 John Nash, the director marketing for the technology start-up Visiontech was considering how to position the company's first offering, 'Pictransfer'. Visiontech's Pictransfer was a technology service that allowed wireless subscribers to seamlessly transfer pictures from their mobile devices to their computers, email box, and other networking devices and services. The services had been well received in media.

To develop a competitive positioning strategy for Visiontech services, John needed to identify target segments within the wireless customer base. He faced several major questions; what was the best way to determine the appropriate target audience? Which segments will provide the biggest opportunity?

John and his team had conducted qualitative research on end users' behavior in mobile devices. He had combined this insights from the research with his knowledge of the industry and developed three customer personas that represented key customer segments. Sarah, the parent; Steve, the young professional; and Regina, the teen.

Persona 1: Sarah, the parent

Sarah is married, 42, and a mother of a 15-year-old, a 10-year-old and an 8-year-old. She works part time during the day from home, but is mainly focused on parenting and taking care of her home. Sarah is not a computer whiz, but she can use e-mail, Google, and on occasions can send an IM from the MSN account her kids set up for her. Her older kid has been wild about the social networking craze, but it scares her when she reads the news report about the predators.

Sarah has been thinking about upgrading her wireless phone which is 3 years old and has a grainy camera attached. She uses a digital camera she bought 2 years back and admits that the memory is filled to a limit because she hates taking it off and putting it in her PC. She finds asking her husband or children for help every time she has to free the memory capacity of her camera.

With her life as a responsible and hands on mother and her work Sarah wants things like picture to be easy. She would love her pictures from her phone to 'just appear' in her PC, but never thought such a thing was possible.

Persona 2: Steve, the young professional

Steve is 27 years old and a successful real estate agent. He is constantly out on the road showing houses, both on weekend and weekdays. He usually has very little for himself.

Steve was in high school when the internet really began to grow. He uses email at work but prefers the phone. He has always been the last one among his friends to get up on the latest technology, but he does not think that it affects his work. He believes that in his business it is better to do things the old-fashioned way as it is good to talking to people.

Steve has older model cellphone, but does not want to upgrade because he doesn't want to lose his contact list as he isn't sure how they will get transferred to a new over. however, he has seen some of his colleagues how they take pictures of houses and send it to their clients' which people seem to like a lot. He has thought recently to catch up on technology so that he doesn't lose a step in the market.

Steve is usually not actively looking for better technology to improve his life. However, he likes things that are simple. If having a camera phone meant not always having to carry the digital camera, he is all for it.

Persona 3: Regina, the Teen

Regina is 16 years old and comes from middle class family. She is a good student and popular, with many friends and a boyfriend. Regina has lived entirely through the Internet age and has gone through all the iterations of online communications, from email to social networking. She has profile on Facebook and Myspace that are upgraded regularly. Regina also keeps an account of Photobucket, but uses it less.

Regina has a phone that is less than a year old, and it takes pretty good pictures. She likes to always have it with her so that she can spontaneously take pictures of herself and her friends. She finds loading her pictures from her phone to her PC a big pain.

Regina want her photos from her phone to her PC instantly because in the internet age speed and convenience are expectations. She also wants to screen and monitor what is on her sites so that she doesn't look silly in front of her friends. She wants to be able to do all this on her phone so that she doesn't have to wait to have her pictures on Myspace and Fscebook for her friends to see.

Case Questions-

- a) Based on the three personas which customer segment/s should John target and why?
- b) Create a positioning statement for your target segment ad identify the key themes that should be emphasized in the messaging for the Pictransfer service.

QUESTION 2

(10 Marks)

Answer the following

- a) Explain the 5-product level Model with the help of an example.
- b) Dettol and Savlon are two antiseptic products in the market. Explain the POP versus POD for these two competing products.



QUESTION 3

(10 Marks)

What type of strategies will be adopted by the Market leaders? Explain with the help of examples.

QUESTION 4

(10 Marks)

Answer - (Any One)

- a) Apply the Michael Porter Model to the industry of your choice explain the attractiveness of that industry.
- b) PESTEL Analysis

Q5. Write short Notes on (Any two)

(10 Marks)

- a) The Buying Decision Process
- b) Marketing Research Process
- c) Customer Value
