

K.J. Somaiya Institute of Management Studies & Research
Course: PGDM – MKTG/COMM (Batch 2017-19), Tri-V
Sub: ADVANCED MARKETING STRATEGY

(End-Term Examination)

Date of Exam: January 7, 2019
50

Time: 3 Hours

Marks:

Notes:

- 1. Question No. 1 is compulsory. Attempt ANY TWO questions from question 2-4.**
- 2. Supplement your answers with suitable theory and examples where necessary.**

Question 1 Give brief analysis of the Case “*Reckitt Benckiser Developing a New Laundry-Care Category in India*” and answer the following questions:

(30

Marks)

- Should Reckitt Benckiser launch the detergent as a brand extension of Dettol or develop a new brand for detergents?
- What should the STP be for the new detergent? Develop the brand-positioning bull’s eye for Reckitt Benckiser detergent.
- Discuss the possible obstacles to Reckitt Benckiser’s success in the laundry detergent market.

Question 2 Many emerging-market companies tend to avoid head-to-head competition with foreign companies; they focus on other opportunities that allow them to capitalize on their existing strengths. Justify the statement by giving suitable strategy/strategies to be used with examples.

(10

Marks)

Question 3 We all remember that ad where Nakul Mehta says, "Kash mein bhi Shah Rukh hota ...(Wish I was Shah Rukh Khan)" and SRK hands him a 'mardon wala (men's) fairness cream' and assures, "Shah Rukh nahi toh kya, handsome koi bhi bann sakta hai ... (What if you are not SRK, anyone can become handsome)?"

This is the story of our Indian cosmetic market which has been promising unrealistic results to the customers for ages. The fairness cream industry makes huge money with the Indian's fairness obsession. Some people are lured by catchy taglines, some others

fall prey for the smart advertising strategies and the rest use the products because their favorite celebrities endorse them. These beauty products say that they would make their customers fair in less than 7 days. The irony is they have been in the market for decades and no one has become fair so far.

Emami enjoys the major market share in men's grooming segment with several competitors trying to grab the market share from them. And we're seeing increasing activity in the men's category where early communication focused on "legitimising" use and providing an air of aspiration.

According to you, in which stage the product is in the product life cycle. Suggest the suitable strategies for the way forward. **(10**

Marks)

Question 4 Assume that you are a Consultant in Marketing. A deodorant product segmented for teenagers are to be launched through online marketing. Suggest suitable Niche Marketing strategy. **(10**

Marks)

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