

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program:P.G.D.M A/B/IB/RM/COMM, II Tri (Batch 2016-18)

Subject: MARKETING MANAGEMENT -II
(End-Term Examination)

Date of Exam: 5th January, 2017 Time: 3 Hours

Marks: 50

Notes:

- 1. Attempt ANY TWO QUESTIONS from Question 1 to Question 4**
- 2. Questions 5 & 6 are COMPULSORY.**
- 3. Make suitable assumptions if required and state them.**
- 4. Supplement your answers with suitable theory and examples where necessary.**

Question 1

Consumers under inflation expect the marketer to reduce prices so that they could carry on consuming the products. However the marketer is unable to reduce the prices. Can the marketer at least make the product price less painful to the customer? What initiatives can the marketer think of for the following industries: (Any Two) **(10 Marks)**

- a. Domestic Air Travel by Jet Airways
- b. Café Coffee Day
- c. Set Wet Hair Gel
- d. An exterior house paint by AsianPaints

Question 2

What sort of marketing or distribution channel and retailing formats would you imagine might be the most relevant in the following products in year 2020? **(Any Two):**

(10 Marks)

- a. Music and Videos
- b. Car Rental Services
- c. Beauty Therapies
- d. Fitness bands

Question 3.

“At Decathlon, we strive daily to make sport a source of pleasure for everyone”

Decathlon is a network of innovative retail chain providing enjoyment for all sports people. At Decathlon, 70,000 employees live the common Purpose on a daily basis: “to make the pleasure and benefits of sport accessible to all”. In every country where they are present, they share a strong and unique company culture, reinforced by two values: Vitality and Responsibility.

At Decathlon, they place innovation at the heart of our activities: from research to retail, including design, production and logistics. Their twenty Passion Brand teams channel all their energy in to developing technical, good-looking and simple products, always at the lowest possible prices. These products are aimed at all sports enthusiasts, from beginners to experts, and are sold exclusively at Decathlon.

Devise an awareness campaign using BTL activities for an upcoming store of Decathlon in Ghatkopar (Mumbai). **(10 Marks)**

QUESTION 4. Coca-Cola’s newest product in India, VIO, is the latest example of how the global company champions local flavor. VIO flavored milk was developed specifically for the Indian palate at Coca-Cola India’s R&D center in Gurgaon with input from the R&D teams in Atlanta and Shanghai.

Milk and cookies, milk and honey, milk and cereal — milk gets around. But its latest coupling — with carbonation and fruit flavors in Coca-Cola's new Vio drink, - is a bit of a head-scratcher. A Coke copywriter described the drink — which comes in four fruit flavors, including peach-berry and mango — as "like a birthday party for a polar bear." That may not make VIO any more appealing, but when your product consists of milk, fruit, sugar and bubbles, it's as plausible a tagline as any.

Made from milk sourced by dairy farmers, VIO has been formulated with a blend of saffron, pistachio and almond flavors in the respective Kesar Treat and Almond Delight variants. “VIO flavored milk, which has been jointly developed in collaboration with our largest bottling partner, BIG India, adds to our ‘Made in India, Made for India’ range of beverage innovations,” said Venkatesh Kini, president, Coca-Cola India and South West Asia. Staying agile in the

bustling beverage marketplace means listening to and staying ahead of consumer tastes.

Create Integrated Marketing Communication plan for Coca-Cola VIO for Indian market. **(10 Marks)**

Questions 5. Write Short Notes on **Any Two** of the following: **(10 Marks)**

- a. Non Store Retailing
- b. Penetration and Skimming Pricing Methods
- c. Any One Brand Equity Model
- d. Seven P's of Services
- e. Pricing Objectives

Question 6. Analyze the case “Flipkart: Transitioning to a Marketplace Model” and answer the following questions: (20 Marks)

Case Questions

1. What does it take to build an e-commerce business in India? Outline the Challenges.
2. Comment on the Flipkart’s decision to move to a marketplace model. Will this be a profitable proposition for them?

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