

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM -MKTG/ COMM/ MMS (MKTG), V Tri (Batch 2016-18)

**Subject: ADVANCE MARKETING STRATEGY
(End Trimester Examination)**

Date of Exam: 26 December, 2017

Time: 3 Hours

Marks: 50

Notes:

- 1. Section A is COMPULSORY. Choose any THREE QUESTIONS from section B**
- 2. Supplement your answers with suitable theory and examples where necessary.**

Section A

Question 1 Analyze the enclosed Case “**Muscle-RDX Product Positioning and Communication Strategy**” and answer the following questions: **(20 Marks)**

- I. Examine the decision-making process for Muscle-RDX. Who are the parties involved in the process?**
- II. How would you segment the potential Muscle-RDDX customers? Who would be an ideal customer for Muscle-RDX?**
- III. How can SP capitalize on the differential advantages of Muscle-RDX when positioning the product?**
- IV. Based on your positioning strategy, what will be your communication strategy? Develop a time line for your strategy implementation.**

Section B

Question 2. What purpose may a portfolio analysis serve in the context of marketing strategy? What are the major problems with portfolio analysis? Explain with suitable examples. **(10**

Marks)

Question 3. ING Direct, a branchless Internet bank, entered the United States in 2000—years after the direct banking model were pioneered in that market. In fact, direct banking had already taken broad hold in the industry; even traditional banks were offering online banking services. But despite this late entry, ING Direct became the 21st largest bank, the 10th largest direct mortgage originator, the No. 3 savings bank, and the No. 1 Internet bank in the United States in just eight years.

How can followers approach innovation in their quest to overtake industry pioneers? Discuss the Pioneer and Follower Strategies which will have the greatest probability of long term success. (10

Marks)

Question 4. For Burger King, the Indian entry - it opened the first store on November 9, 2014, at Select CITYWALK in Delhi's Saket area - was a milestone. The Miami-based company was already present in 99 countries and India was the 100th. It was a late entrant to India's organised fast-food market as US rivals McDonald. Burger King is entering the hyper-competitive Western quick service restaurant (QSR) space at a time when consumer spending was under pressure. Competitors such as McDonald's, which has over 350 outlets across India, KFC, with a chain of 361 stores, Domino's Pizza (772 outlets) and Subway (472), have all seen consumer spending getting hit by factors such as high inflation, competition and various others. "Unlike in other countries, people here in India consider QSR (quick-service restaurants) as a snacking destination. We wanted to change this notion and thus wanted to prepare menus," keeping in mind the local requirements, said Raj Varman, chief executive of Burger King India. Its aim is to change the perception in India towards QSRs and consider them as a healthy meal joint. When Burger King decided to enter India, the American hamburger chain did something that it has never done before. It gave the local master franchise full control over the menu.

A late entrant in the crowded marketplace, Burger King, the international burger chain, has adapted its offering to suit Indian taste buds. But will that be enough? What specific strategies do you think Burger King needs to undertake to be able to get a significant place in the Indian consumers' minds? What was the strategic rationale for such a move? (10

Marks)

Question 5. Elaborate the various strategies that may be pursued by a Challenger in the Growth stage of the Product life Cycle. Discuss with examples to substantiate your position. **(10**

Marks)

Question 6. Elaborate the various Defensive and Offensive Strategies that are available to Marketers as enunciated by Kotler and Singh, with specific emphasis on the global scarcity of resources, and market and population growth plateauing off into a zero sum game. Explain each Strategy with specific examples. **(10Marks)**

Question 7. India's telecom sector, which global research firm International Data Corporation estimates will have market revenue of \$37 billion this year, has long been a risky and costly endeavor for companies. India's multi-billion dollar telecom sector had a dozen companies battling for customers as recently as 2010. Now, there is around half that number and industry watchers say soon there will be only four. The race to consolidate has hastened since Ambani sent shock waves through the sector in September when he launched Reliance Jio's 4G network with a free service for the rest of 2016 that was later extended to April. The audacious offer was followed by vastly cheaper data plans and free voice calls for life, forcing rattled competitors to slash their own tariffs to maintain market share while also seeking extra investment.

The entry of Reliance Jio has changed the telecom landscape, leading to consolidation in the sector, with Bharti Airtel buying out Telenor and now Vodafone and Idea merging their operations.

With reference to telecomm sector, discuss the significance of pricing strategies in Indian market. Devise strategies for Bharti and Airtel to compete against free data of Reliance Jio. (10Marks)

Question 8. Meswak had an extremely low awareness core of 6%. Even other growth factors such as preference and trials had been lying dormant since the last three years. The brand had exhausted every trick in the marketing bible to revive its growth, but to no avail. This was our last shot at resuscitating life into the brand to

salvage its existence in the Dabur Oral Care portfolio. One needed a colossal media budget to move the needle of growth, but had to make do with a shoestring media budget. The category, under the curse of inertia, barely witnesses any brand switch since the need to upgrade or change is almost nil. Our target audience – a cynical consumer who was being chased by big oral care brands with their ammo of high science claims, exaggerated demos and trials, white-coat (dentists) credentials and a plethora of benefits. They were left befuddled with the category codes bombarding them with rocket science diagrams, devices to demonstrate unbeknown dental problems and all the technology mumbo jumbo spiel of white coated creatures. This led to a growing cynicism in the consumer of this category who decided not to budge from their current brand of toothpaste.

Outline the Blue Ocean Strategy for Meswak toothpaste.

(10Marks)

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