

K.J. Somaiya Institute of Management Studies & Research
Course: PGDM-A & B / I.B. / R.M./COMM (Batch 2017-19), Tri-I
Sub: Marketing Management-I
(End Term Examination)

Time: 3 Hours

Marks: 50

Date of Exam: 28 /09/2017

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 STUDY - Eveready: Taking on the Indian Consumer Appliance Market

- 1) Analyze brand Eveready and the reasons for its success over the years. (5M)
- 2) Discuss the growth drivers of consumer appliance market in India. Is it an opportune time for Eveready to enter into this Category? (5M)
- 3) Develop an appropriate STPD Strategy & Product Plan for the company to achieve its strategic objectives. (10M)

QUESTION 2 (10M)

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

1. Qualitative Research Methods
2. Difference between Psychographic and Behavioral Segmentation
3. Points of Parity and Points of Difference

Section B

QUESTION 3 (10 M)

“Meal preparation should take as little time as possible”.

Changing lifestyles and related studies have shown that in India, with increasing women in the workforce and nuclear families, there is a developing trend that “meal preparation should take as little time as possible”.

As a consultant to a company dealing in frozen foods / ready to cook / ready to consume foods, help the company to identify the target customer for their products, types of consumer buying behavior and the issues in consumer buying behavior that the company could encounter.

QUESTION 4 (10 M)

Greater internet access, faster speeds lead to exploding demand for streaming services

According to a report published by Akamai Technologies and NASSCOM (National Association of Software and Services Companies) in 2016, demand for mobile video is expected to grow at a CAGR of 83% over the next five years. This growing demand has also coincided with the entry of major foreign players such as Netflix and Amazon Prime, which have entered the Indian market with discounted inaugural offers and have given Indian consumers more choice at lower monthly/annual fees.

Additionally, a December 2016 article on indiantelevision.com states that “The demand for customized viewing of digital content in India is only increasing. Various factors such as smartphone penetration, launch of 4G, data cost coming down, better infrastructure, diverse library of content offerings not only in Hindi and English but also in several regional languages, etc. are the key factors that have driven the rise of video content this year”. At the same time, Sandeep Kataria, Director (Commercial) Vodafone India, adds, “The entertainment consumption patterns of customers are rapidly changing. They want more freedom and flexibility in the way they consume content”.

Using the Theory of Diffusion of Innovations - Segment Indian Consumers based on the adopter categories for Services like Netflix, Amazon Prime etc.

QUESTION 5 (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) Body Massager B) Luxury Car C) Budget Hotel

QUESTION 6 (10 M)

Identify the stage in Product Life Cycle and suggest suitable measures to prolong the Product Life Cycle in India: (Any TWO)

A) **Fidget Spinner** - A fidget spinner is a toy that consists of a ball-bearing in the center of a multi-lobed flat structure made from metal or plastic designed to spin along its axis with little effort.

B) **Skinn brand of perfumes by Titan** - It is sensuality in a bottle. It needs no words and no gestures. It elevates the everyday into the extraordinary. Made in France by celebrated perfumers, and distilled from the finest ingredients, this collection of 6 perfumes bears the hallmark of Titan.

C) **Brand M S Dhoni** - Former Captain of Indian Cricket Team, Mr. Mahendra Singh Dhoni represented his country and made his country proud by his achievements in cricketing field. As a valuable cricketer his brand value is also higher. M.S. Dhoni has endorsed so many brands like Aircel, Siyaram Suits, TVS Star City etc.

END OF PAPER - ALL THE BEST