

Trimester: July - September 2024 Examination: End Term Examination		
Program code: 01 Program: MBA – Div 1 to 10	Class: FY/ 2024-26 Batch	Semester: I (SVU 2024)
Name of the Constituent College: K J Somaiya Institute of Management		Name of the department/Section/Center: Marketing Management & International Business
Course Code: 317P01C106	Name of the Course: Marketing Management - I	

Maximum Marks: 50

Date: 09.11.2024

Notes:

1. Attempt any 5 questions out of 6 questions.
2. Support your answer with relevant examples wherever applicable.

Question No.		Max. Marks
Q1	You are the Strategic Marketing Manager for "VitaFresh," a company that specializes in natural packaged fruit juices. VitaFresh has successfully established itself in the North Indian market and is now considering various growth strategies to expand its business. What are the options available? Use a structured approach to analyse and critique the options.	10
Q2	A leading sports apparel brand is planning to expand its product line by introducing a range of eco-friendly running shoes made from sustainable materials. To determine market demand and the right marketing approach, the company needs to conduct market research. They aim to understand consumer attitudes toward sustainability, pricing expectations, and the factors influencing purchase decisions, such as design, performance, and environmental impact. The company has various research tools at its disposal, including ethnographic research, online surveys, and competitive benchmarking. Which market research methods should the company focus on to effectively gather consumer insights and why?	10
Q3	As marketing manager for a new fitness and wellness app, "FitLife," which offers a range of services such as workout plans, mental health resources, diet tracking, and a supportive community platform. This app is aimed at urban professionals aged 25-40 who are looking to improve their overall well-being. Using Maslow's Hierarchy of Needs , explain how you would design specific features or strategies in the "FitLife" app to appeal to each level of the hierarchy. For each level, describe one feature/strategy and justify how it satisfies that particular need according to Maslow's theory.	10

Q4	<p>Spotify, a global music streaming platform, has successfully segmented its user base. Discuss the key segmentation variables employed by Spotify and explain how these variables have helped them target specific customer segments effectively. Additionally, analyze Spotify's positioning strategy and how it aligns with its chosen target segments.</p>	10
Q5	<p>A new startup has developed an innovative eco-friendly water bottle made from biodegradable materials. The water bottle can keep liquids cool for up to 24 hours and is targeted at environmentally conscious consumers. The company plans to launch the product in two distinct markets: Urban millennials in metro cities and outdoor enthusiasts in smaller towns.</p> <p>As the marketing manager, you are tasked with developing a marketing mix strategy for launching the product in both markets.</p> <p>Please detail the product, price, place, and promotion considerations you would suggest to the company for making the marketing mix appropriate for the targeted markets.</p> <p>Please provide relevant examples from the corporate-world settings to justify your proposed considerations.</p>	10
Q6	<p>The Indian biscuit market is vast and competitive, dominated by players like Parle Products and Britannia Industries. With a variety of brands ranging from low-cost, mass-market biscuits to premium health-conscious offerings, competition has intensified.</p> <p>Parle Products is the market leader, with its iconic Parle-G brand, one of the oldest and most trusted names in the Indian biscuit market. Parle-G is positioned as an affordable, value-for-money biscuit that caters to all age groups, particularly in rural and semi-urban areas. Known for its simple, glucose-based formulation, Parle-G's tagline, "Swad Bhare, Shakti Bhare" (Filled with Taste and Energy), emphasizes its nourishing quality at a low price point. This positioning has made Parle-G a household staple across generations.</p> <p>On the other hand, Britannia Industries has positioned itself as a more premium brand in the biscuit market. While Britannia's Good Day and Marie Gold biscuits have mass appeal, the company has focused on expanding into the health-conscious segment with products like NutriChoice and Milk Bikis, aimed at urban consumers seeking healthier options. Britannia's positioning revolves around indulgence, health, and modernity, with its tagline "Eat Healthy, Think Better" reflecting a focus on premiumization and quality.</p> <p>Questions:</p> <ol style="list-style-type: none"> a) Chalk out the POPs and PODs for both Parle Products and Britannia Industries. b) Discuss Product Line Stretching options for both companies. 	10