

<b>Trim: Oct 24 – Dec 24</b>		
<b>Maximum Marks: 50</b>	<b>Examination: End Term Examination</b>	<b>Duration: 3 HRS</b>
<b>Program code: 01</b> <b>Program: MBA-Marketing (All Divisions)</b>	<b>Class: SY</b>	<b>Semester/Trimester: V</b>
<b>College: K. J. Somaiya Institute of Management</b>	<b>Name of the department/Section/Center:</b> <b>Marketing and International Business</b>	
<b>Course Code: 217P01C518</b>	<b>Name of the Course: Marketing Strategy</b>	
<b>Instructions:</b>		
<ol style="list-style-type: none"> <li><b>1. Question 1 is COMPULSORY.</b></li> <li><b>2. Start every question on a new page. Attempt <u>ANY TWO</u> from Q 2-Q 5.</b></li> <li><b>3. Support your answers with suitable theories and examples.</b></li> </ol>		

**Date: January 13, 2025**

<b>Question No.</b>		<b>Max. Marks</b>
Q 1	<p><b>Case Study: Launching “PureNest” in the Indian FMCG Market</b></p> <p>“PureNest” is a new entrant in the FMCG category specializing in eco-friendly and organic household cleaning products, including surface cleaners, dishwashing liquids, and laundry detergents. With an increasing demand for sustainable products globally, the company plans to launch its product line in India, focusing on creating a strong foothold in selected regions.</p> <p>The brand's unique selling proposition (USP) is its 100% biodegradable packaging, plant-based formulations, and cruelty-free and environmentally sustainable certifications. The company’s mission is to cater to environmentally conscious customers while competing with mainstream brands that dominate the market.</p> <p>PureNest is planning its market entry in urban regions of Northern and Western India (Delhi-NCR, Mumbai, and Pune) and semi-urban areas of Gujarat. The leadership team seeks to devise a strategy to segment, target, and position (STP) the brand effectively and align its marketing mix (4Ps) with the selected market needs.</p>	30

<p>A)</p> <p>B)</p> <p>C)</p> <p>i)</p> <p>ii)</p> <p>iii)</p> <p>iv)</p>	<p>Identify the key segmentation variables (geographic, demographic, psychographic, and behavioural) relevant to “PureNest.” Subsequently, segment the potential customer base in the chosen markets.</p> <p>Analyze which segment(s) PureNest should target and justify why these markets offer the potential for success. Discuss how targeting urban versus semi-urban customers might differ.</p> <p>Propose a positioning strategy for PureNest to differentiate itself from competitors. Devise a positioning statement using the template:  <i>"For [target segment], PureNest offers [value proposition] because [reason to believe]."</i></p> <p>Based on the chosen segments, create <b>two detailed consumer personas</b> for PureNest’s target audience. The personas should include:</p> <p>a) Name and demographics (age, gender, income, family structure, etc.)</p> <p>b) Lifestyle and values</p> <p>c) Buying behavior and pain points</p> <p>d) Motivations to purchase eco-friendly cleaning products</p> <p>For the above-selected target markets, design the marketing mix for PureNest:</p> <p>What product features (size, variants, packaging, etc.) should PureNest focus on to appeal to the target segment? Suggest strategies for maintaining product quality and sustainability.</p> <p>Recommend a pricing strategy (e.g., premium pricing, competitive pricing) and explain how it aligns with the target market’s expectations.</p> <p>Which distribution channels (e.g., online platforms, retail stores, or a mix) should PureNest use to maximize reach? How should the company handle logistics for urban and semi-urban areas?</p> <p>Design promotional strategies that resonate with the target audience (e.g., digital marketing, eco-friendly campaigns, influencer collaborations). Suggest methods to educate customers about the product’s environmental benefits.</p>	
<p>Q 2</p>	<p>In the small Indian town of Bhavani, the handloom industry has flourished for generations. It is known for its intricate weaves and eco-friendly dyes. However, this heritage faces a sharp decline due to changing market dynamics. Recognizing the potential to revitalize this craft, Mr. Prateek Bajaj, founder-</p>	<p><b>10</b></p>

	<p>chairman of Heritage Looms Pvt. Ltd., convenes a strategy meeting with his core team to address the challenges and discuss strategies for entering emerging domestic and international markets. The industry faces numerous challenges due to globalization, competition from mechanized factories, lack of market reach, and dwindling interest among younger generations.</p> <p><b>Discuss the emerging market entry strategies for Heritage Looms to overcome these challenges and succeed in the marketplace.</b></p>	
Q 3	<p><b>Challenging the Leader - "NaturaBites" in the Healthy Snacks FMCG Market</b></p> <p>“NaturaBites” is a relatively new brand in the FMCG healthy snacks segment, specializing in organic energy bars, granola mixes, and protein cookies. Positioned as a more affordable alternative to premium brands, NaturaBites has steadily grown its presence in Tier 1 and Tier 2 cities, appealing to young professionals, fitness enthusiasts, and families looking for convenient and nutritious snacking options.</p> <p>The market leader, "FitSnack," has dominated the category with strong brand equity, a premium image, and innovative product offerings. However, NaturaBites has gained attention due to its competitive pricing and effective use of digital marketing, enabling it to capture 15% of the market share in just two years. Now in the growth stage of the Product Life Cycle, NaturaBites aims to challenge the leader and establish itself as a credible competitor.</p> <p><b>Discuss the strategies the company might adopt to strengthen its position through strategic initiatives, targeting both loyal customers of FitSnack and untapped consumer segments.</b></p>	10
Q 4	<p>The global smartphone industry is fiercely competitive, characterized by rapid technological advancements, ever-changing consumer preferences, and intense rivalry among major players. The battle between established brands and emerging companies is quite evident. In 2023, the smartphone market is dominated by four major players: TechSphere, ApexMobiles, NextWave, and Innovatech. These companies have established themselves as leaders, each with a unique value proposition. TechSphere is renowned for its innovation and high-end premium products. ApexMobiles focuses on affordability and reliability. NextWave targets tech-savvy millennials with cutting-edge features, and Innovatech caters to niche markets with modular and eco-friendly smartphones.</p> <p>However, a new entrant, NovaTech, has emerged, determined to disrupt the market. NovaTech aims to carve out a significant market share by offering mid-range smartphones with flagship-level features at competitive prices.</p>	10

	<p>NovaTech’s approach relies heavily on guerilla marketing tactics. With a limited budget compared to industry giants</p> <p>NovaTech focuses on Viral marketing campaigns targeting social media platforms, Partnering with local influencers in Tier 2 and Tier 3 cities to promote their products, Hosting flash sales to create urgency and demand, and Highlighting their products’ superior value-for-money proposition compared to competitors.</p> <p>NovaTech’s tagline, “Flagship Features for All,” directly challenges TechSphere’s premium positioning. Their promotional videos parody the high costs of premium smartphones, showing how NovaTech’s products offer similar features at a fraction of the price.</p> <p><b>Imagine you are the marketing head at NovaTech. Design a campaign to counter TechSphere’s defensive moves while maintaining your brand’s positioning.</b></p>	
Q5	<p>The activewear market in India is a fast-growing segment. The rise of social media and digital influencers has further propelled the popularity of activewear in India. Fitness-conscious individuals seek apparel that enhances performance and looks aesthetically pleasing. As a result, brands are not only focusing on technical aspects but also on creating visually appealing collections that resonate with the aspirational desires of their customers. Consumers desire comfort, quality, performance, and fashion to elevate the workout experience and fitness journey. Catering to both men and women, brands like Nike, Adidas, and H&amp;M offer a diverse range of apparel suitable for various fitness activities, from yoga and pilates to running and gym workouts. Brands offer a wide range of features- moisture-wicking fabrics, ergonomic designs, and versatile styles that transition seamlessly from the gym to casual settings.</p> <p><b>How can ‘Bliss Club’, a new entrant in the activewear market in India, apply the Blue Ocean Strategy to differentiate itself from established players like Nike, Adidas, and H&amp;M. Propose a unique value proposition that would allow the ‘Bliss Club’ to create uncontested market space.</b></p>	10