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| **Trim: Nov 2024 - Mar 2025**  **Maximum Marks: 50 Examination: ETE Exam Date: 07.04.2025 Duration: 2 hours** | | | | |
| Program code: 01  Program: **MBA – Div 1 to 10** | | Class: FY/ **2024-26 Batch** | | **Semester: II** |
| College: **K J Somaiya Institute of Management** | | | Name of the department/Section/Center:  **Marketing & International Business** | |
| Course Code: **317P01C207** | **Name of the Course: Marketing Management - II** | | | |
| **Instructions**:  **1. Question no. 1 is compulsory**  **2. Attempt any 4 questions from Q.2 to Q.7**  **3. Support your answer with relevant examples wherever applicable.** | | | | |

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| **Question No.** |  | **Max.**  **Marks** |
| Q1 | "Verdant Bites," a newly launched company, is introducing a premium, plant-based protein bar targeting health-conscious, affluent consumers aged 25-45 in urban areas. Their primary goals are to establish a strong brand presence and capture a significant market share in the competitive health food sector. Considering the following:   * Target Market: Health-conscious, affluent urban consumers who value premium, natural products. * Competitive Landscape: A crowded market with established brands and emerging competitors. * Product: A high-quality, plant-based protein bar with unique flavor profiles and natural ingredients. * Yoga bar is priced at around Rs 60 for 50 gms (The bar contains 25 - 30% Whole grains & complex carbs, derived from Brown rice, Oats, Buckwheat, etc. 10 - 15% Nuts, generally Almonds, Cashews, or Peanuts, as they provide all-round more protein and fibre) * Rite Bite Max Protein is priced at approximately Rs 75 for 50 gms. (Protein Blend, Fibre, Vitamins, Minerals, No preservatives Bar for Everyone: With 10gms of protein in each bar and 5gms of fibre)   **Considering Yoga Bar’s and Rite Bite Max Protein's pricing, what pricing range should Verdant Bites explore? Should they aim to be higher, lower, or within the same range?**  **How does the affluent nature of the target market influence the possibility of a premium pricing strategy?**  **How can Verdant Bites differentiate its pricing strategy from competitors to avoid a direct price war?** | 10 |
| Q2 | As the marketing head of a luxury boutique hotel which is about to launch in a competitive metropolitan market. The hotel prides itself on offering personalized guest experiences, high-end amenities, and exceptional service quality. Your CEO is concerned about the unique challenges of marketing services, especially in a competitive industry where brand differentiation, customer experience consistency and managing demand fluctuations are critical.  **How would you apply the characteristics of services (intangibility, inseparability, variability, perishability) to create an effective marketing strategy for the hotel?** | 10 |
| Q3 | Nestlé is set to launch a new health-focused brand offering plant-based protein shakes, low-calorie snacks, and fortified breakfast options targeting fitness enthusiasts and health-conscious consumers. With a growing demand for functional foods and heightened competition in the health and wellness segment, Nestlé aims to position the brand as a trusted source of nutritious, convenient, and great-tasting products. To stand out, the company must adopt effective promotional strategies that drive awareness, encourage trial, and foster brand loyalty in a crowded market.  **What promotional mix strategies would you implement to launch Nestlé’s new health brand successfully, ensuring strong market penetration and sustained consumer engagement?** | 10 |
| Q4 | You are the manager, of a new product launch at an FMCG company dealing with household products. To enhance its portfolio with sustainable products (to improve its corporate brand image), the company decided to launch a new, eco-friendly machine-wash laundry detergent called Eco-Cycle. The product has been in development for two years and has undergone extensive testing. Please make a launch plan for Eco-Cycle by using the appropriate framework. Discuss the benefits of the framework chosen. | 10 |
| Q5 | At the Maha Kumbh Mela 2025, Coca-Cola India is offering a variety of beverages, including Coca-Cola, Thums Up, Sprite, and more, through hydration carts and food court activations every 400 meters. The brand has introduced special Maha Kumbh-themed packaging for select products. Coca-Cola is also engaging attendees with immersive activations like selfie zones, 3-D displays, and cooler walls. Additionally, the company is promoting sustainability through Reverse Vending Machines for PET recycling, recycled jackets for sanitation workers, and women’s changing rooms made from recycled plastic.  **How does participating in Maha Kumbh enhance the brand equity of Coca Cola in India?** | 10 |
| Q6 | A leading retail chain, "Shop Ease," has been struggling to integrate its online and offline channels effectively. While its physical stores have strong brand loyalty, its online platform is losing customers due to inventory mismatches and delayed deliveries. Shop Ease wants to create a seamless omnichannel experience, where customers can browse online, check store inventory, and pick up items from their nearest store without hassle. Please focus on the below-mentioned aspects as a part of the strategy.   * Key elements required to create a seamless omnichannel experience. * The role of technology in ensuring a smooth integration of physical and online retail. * How Shop Ease can maintain brand consistency across different channels. * Potential challenges and solutions in implementing an omnichannel retailing strategy. | 10 |
| Q7 | A new start-up, "Fresh Harvest", aims to sell organic fruits and vegetables across India. The company is exploring different distribution channels to reach its customers efficiently.   1. If Fresh Harvest decides to sell directly to consumers through its website and mobile app, which level of distribution channel is being used? What are the advantages and challenges of this approach in the Indian market? 2. Given India's vast geography and diverse consumer preferences, which distribution channel (direct, one-level, two-level, or three-level) would be the most effective for Fresh Harvest to maximize reach while maintaining profitability? Justify your answer with examples. | 10 |