

Sem: Oct-2024			
Maximum Marks: 50		Examination: End Exam	
Date:		Duration: 2.5hrs	
Programme code: Programme: MBA for working executive (program code-18)		Class: FY	Semester: I Batch-3
College: K. J. Somaiya Institute of Management		Name of the department/Section/Center: Marketing and International Business	
Course Code:		Name of the Course: Marketing Management	
Instructions: 1. Attempt any 5 questions out of 6 questions. 2. Support your answer with relevant examples wherever applicable.			

Question No.		Max. Marks
1.	<p>WOW! Momo, a popular fast-casual food chain in India, has captured the hearts of food enthusiasts with its innovative range of Momos including steamed, fried, and tandoori options. The brand emphasizes quality and freshness, using high-quality ingredients to ensure a delightful dining experience. Positioned strategically in high-traffic areas such as shopping malls and college campuses, WOW! Momo appeals primarily to a young demographic seeking affordable yet delicious food. Through a strong digital presence and engaging promotional strategies, including social media marketing and influencer collaborations, WOW! Momo has successfully built a loyal customer base, further enhanced by value meal offerings and loyalty programs.</p> <p>Analyze how WOW! Momos utilizes the four components of the marketing mix (product, price, place, and promotion) to differentiate itself in the competitive fast-casual dining market. What strategies could be implemented to enhance its market presence further?</p>	10
2.	<p>Explain the five product levels for <u>ANY ONE</u> of the following products.</p> <p>a) Shoes b) Energy Drinks c) Water Purifier</p>	10

3.	<p>You are a marketing consultant working with a Startup that featured on Shark Tank. Atmosphere was launched in 2018 and the primary focus of the cofounders - Rebekah and Ariella was to focus on making every individual's GUT' healthy.</p> <p>Atmosphere was born because of their own experiences with the negative effects of a busy lifestyle and a polluted environment. The benefits of cultivating a healthy gut on their health and energy levels were so incredible, that they decided to share their knowledge with the world. Rebekah set up FabIndia's eatery FabCafe, and Ariella worked with Organic India before coming together to launch Atmosphere.</p> <p>The team produces a wide range of non-alcoholic beverages, specifically kombucha which is a probiotic drink for the gut. Kombucha is an ancient food dating back to as early as 220 B.C. It is a fermented drink made with tea, sugar, bacteria, and yeast. The resulting liquid contains vinegar, B vitamins, and a number of other chemical compounds. It is a fizzy, low-calorie beverage that comes in a variety of flavors. It is like soda but also has a slight vinegar taste.</p> <p>Kombucha can be found in the refrigerated section of most grocery stores. The company is looking to enhance its market positioning and create awareness. As part of your role, you have been tasked with developing a segmentation and targeting plan.</p> <p>Outline a comprehensive segmentation, targeting, and positioning plan for the Atmosphere.</p>	10
4.	<p>Explain <u>ANY TWO</u> of the following research approaches.</p> <ul style="list-style-type: none"> a) Ethnography b) Observational Research c) Focus Group research d) Experimental research 	10
5.	<p>Design the process for purchasing a 60-inch television using the Consumer Buying Behavior Process.</p>	10
6.	<p>Short Notes <u>ANY ONE</u> :</p> <ul style="list-style-type: none"> a) The 5-C Framework b) POD vs POP c) CBBE 	10