

**K.J. Somaiya Institute of Management Studies & Research**  
**Program :PGDM-Exec (Batch2016-17), Tri-I**  
**Course:Strategic Marketing Management**

**(End Term Examination)**

**Date of Exam:13/12/2016**

**Time: 3Hours**

**Marks: 50**

**Note:**

- 1. Section A is compulsory. (20M)**
- 2. From Section B, attempt any THREE. All questions carry 10 Marks each**

**Section A**

**QUESTION 1 (20 Marks)**

**Dove Hair Oil Marketing in India**

- A) What are the factors that contributed to growth of the FMCG market in India? Evaluate HUL's decision to extend brand Dove to other categories.
- B) Is the market for Dove hair oil available at the premium end? What strategies should Dove use for its hair oil?

**Section B**

**QUESTION 2 (10 Marks)**

Explain with examples Occasion based segmentation and Benefit based segmentation strategies.

**QUESTION 3 (10 Marks)**

- A) Discuss the various Offensive and Defensive Military Strategies as put forward by Sun Tsu that are applicable in Marketing Warfare.
- B) Discuss the Frontal Attack used by Nihar Coconut Oil to gain the high ground over Parachute. What are the learning from a marketing perspective

**QUESTION 4(10 Marks)**

A) What are the Marketing Strategies programmes available for Pioneers? Elaborate on Growth-Market Strategies for Market Leaders.

B) What Strategies can be deployed in the Growth Stage of the Product Life Cycle? Elaborate

**QUESTION 5 (10 Marks)**

How is Blue Ocean Strategy Different from Michael Porter's Strategy?

**QUESTION 6 (10 Marks)**

Small town Low end brands like Diana, Dynamite and scores of others have joined big city high end brands like Axe, Engage and Fogg to revolutionize the deodorant business in India. Consider the numbers – a staggering 986 varieties of deos from 500 brands are sold across the country with as many as 103 recent launches. Between 2009 and 2014, the market size of deos jumped from Rs. 500 crores to Rs. 2,300 crores. The deo market is growing at around 18% annually and the growth in rural markets which accounts for a tenth of deo sales is 29%. Set Wet is the leader in the men's styling category has launched a no gas version of its deodorant.

Outline the Blue Ocean Strategy for Set Wet No Gas deo

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**ALL THE BEST**