

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH  
PGDM (FS) – 2017 – 19 BATCH  
Marketing of Financial Services

Marks: 50

Date : 28/09/2018

Time : 3 Hours

Instructions

- 1) This is an open book exam. You can carry the three cases distributed and any other notes / books etc.  
The cases distributed are:
  - a) Marketing Transformation at MasterCard
  - b) The growth dilemma at GRAMEEN KOOTA
  - c) Blue Haven Initiative: The PEGAfrica Investment
- 2) You are allowed to browse the internet and use it to support your work. Note that there will be a standard plagiarism check that will be done with a tool hence use internet only as a source of inspiration. A plagiarism tool originality score lower than 75 will be highlighted as plagiarism
- 3) You are allowed to carry your laptop and work on the same during the exam. The submission of the exam is either a word / pdf file.
- 4) Please follow the file name nomenclature. the name of the file will be 'first name\_Last Name\_CourseName\_MFS' without spaces. Example is Rahul\_Upadhyay\_IB\_MFS
- 5) Please highlight your Name, roll no & Course in the word / pdf file in the header or at the top of the first page
- 6) The following mechanism will be used for submission
  - a. You will be required to generate a hash code for your answer document in the examination hall.
  - b. The method of generating will require you to download and install a software on your laptop, before coming to the examination hall. Instructions were already provided before
  - c. At the end of exam, you will generate the hash code based on "SHA-1" hash algorithm
  - d. The answer sheet on paper will be just one-half page with the following information
    1. Your name, 2. File name, 3. The Hash Code generated
  - e. The above information must be submitted to the invigilator at end of exam
  - f. Note that no extra time will be given for creating the hash code

- 7) Before 11 p.m., exam day, you will send the file to email id: raghav.g@somaiya.edu
- 8) Please do not even open the answer file - just mail it as it was when you generated the hash code in the exam hall. Any change will be detected as the hash code we would generate will not match the one you have provided.
- 9) Any variation in the hash code will be considered as cheating and institute standard policy will be applicable

### **Exam Question ( 2 Questions of 25 marks each)**

Case : Marketing Transformation at MasterCard

**Scenario:** In April 2017, Mr. Rajamannar (Raja) had to transition out of MasterCard due to personal reasons. In the Farewell party organized by colleagues, Mr. Banga gave a speech on the immense contribution of Raja to MasterCard marketing team and thanked him. Raja's coined term "Marketing 4.0" was highlighted couple of time

During the speech, Mr. Banga named you as Mr. Raja's successor as head of Global marketing department at MasterCard and gave you immense responsibility to fill some large shoes of the predecessor.

Before leaving, your mentor Mr. Raja met you one last time and said " I am excited to see and will keep a close tab on the new era you will bring to our marketing department. I wish you good luck because you will need it. Marketing 5.0" will be an exciting journey for you and team.

Good luck and Take care"

Next morning, you are contemplating on what will be "Marketing 5.0" ; your marketing plan for MasterCard. You understand that MasterCard's business is unique and so will the marketing plan be. You will use next 4 page at max, font 11 to describe and illustrate your "Marketing 5.0" plan

Case : The Growth dilemma at Grameen Koota

**Scenario:** The current changes in the regulation specially in Andhra Pradesh has shocked the Micro Finance industry. Based on all available information, Mr Suresh Krishna has decided a safer approach on expansion. He decided to focus major energies on the existing locations & districts where Grameen Koota has a presence.

Mr Suresh has left one door open in above strategy. He wants to leverage right marketing strategy and analytics before expanding to any adjacent or new district unit or opening a branch office. You are the head marketing of Grameen Koota and you have the responsibility to decide on

- a) How the marketing plan will be formed and executed in new and adjacent districts to prepare a soft launch in those areas
- b) What data metrics will you leverage to signal right time to enter and establish a branch office and do hiring in there areas
- c) What indicators will be used for performance evaluation of this expansion
- d) Given that you are constrained for cash spend available under marketing, how will you maximize your bang for buck

You will use next 4 page at max, font 11 to describe and illustrate your Marketing plan