

Jagan Institute of Management Studies
End-Term Examination, September, 2016
Trimester I – PGDM/PGDM (IB) 2016-18

Marketing Management I
ET_PG_IB_MM-I_2709

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.

- Q 1** Comment on any **THREE** of the following:
- a) Given their wants and resources, people demand products with benefits that add up to value and satisfaction.
 - b) People, process and physical evidence are fundamental in the development of service offerings.
 - c) Companies invest funds from mature, successful products and businesses to support promising products and businesses in faster growing markets hoping to turn them into future cash cows.
 - d) Business buying is a complex process. **14**
- Q 2** Discuss the macro and micro environmental factors which have an impact on the marketing strategy of an organisation. Undertake an environmental analysis using PESTLE for any one of the following categories:
- i) Automobile industry.
 - ii) Organised retail sector.
 - iii) Consumer durables. **14**
- Q 3** Axis bank is India's third largest private sector bank. They have launched India's first multi social application which enables peer to peer transfer of money/ recharges through social media platforms like Whatsapp, Facebook and Twitter. Many banks have enhanced their visibility on social media looking up to the opportunities it provides for customer acquisition, engagement and retention. Elaborate on the role of digital marketing for the Banking sector. **14**
- Q 4** Saffola a brand of Marico Industries has moved from the positioning of oil meant for someone having heart problem to the positioning of prevention i.e. anyone who is above 40 years should be careful about his heart.
What aspects of Consumer behaviour are being observed by the company in moving from the cure to prevention and what gains are they making because of that? **14**

Q 5 Reliance Gio launch is a little too big to handle for the other market players like Airtel and Idea. The competitors have expressed a desire to redesign the price packs and offerings as a response to the giant's leap. What elements of marketing mix according to you need to be changed/modified by existing players in order to create and deliver superior customer value?

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Q 6 A new Gymnasium which is located in South Delhi, in past few months has shown decline in memberships. Management has decided first to know, the reasons for this decline and they are also interested in introducing some new services in the Gymnasium so that the membership can improve.

What Market Research would you carry out to find out the reasons for the decline?

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Q 7 [Read the Passage given and answer the questions given at the end.](#)

Demand for natural, herbal and ayurvedic products rose in 2015 with companies like Hindustan Unilever Ltd, Colgate-Palmolive India Ltd, Dabur India Ltd, Marico Ltd, Godrej Consumer Products Ltd (GCPL) and Patanjali Ayurveda Ltd launching products in this category. The naturals segment in India is growing across the personal care space with beauty and personal care market having retail value sales of Rs.74,700 core. It grew at 13.6% in 2014-15, according to a May 2016 Euromonitor International report which noted that segments like hair care have been growing at a compounded average growth rate of 16.5% between 2010 and 2015.

L'Oreal India Pvt. Ltd has reintroduced its popular Ultra Doux natural shampoo from the 1990s as Garnier Ultra Blends as part of a worldwide relaunch betting on the rising interest in natural and organic haircare.

Ultra Blends is a gentle, paraben-free range of shampoos, conditioners and treatments which is available in five variants: Royal Jelly and Lavender, 5 Precious Herbs, Henna and Blackberry, Soy Milk and Almonds, and Mythic Olive. Prices start from Rs.3 for a 7ml sachet, Rs.55 for a 75ml pack and Rs.430 for 640ml. The conditioner sachet of 7 ml costs Rs.4 and a 75ml packs costs Rs.75 while the largest 175ml pack is for Rs.170. The range also has an Oil-in-Cream product priced at Rs.70 for 100gms and Rs.120 for 200gms.

Questions:

- a) Highlight the relevance of the segment mentioned above. What type of segmentation strategy the company has adopted in keeping with the changing consumer preferences?
- b) Once the company decides upon the segmentation, it must decide on its differentiation and positioning strategy. Comment

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