



# GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22)  
END TERM EXAMINATION (TERM -I)**

**Subject Name:** Marketing Management-I

**Time:** 02:30 hrs

**Sub. Code:** PG02

**Max Marks:** 60

**Note:**

All questions are compulsory. Section A carries 10 marks: 5 questions of 2 marks each, Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.

**SECTION - A**

Attempt all questions. All questions are compulsory.

**2×5 = 10 Marks**

**Q. 1 (a):** Define and differentiate between need, want and demand with suitable examples.

**Q. 1 (b):** Consumer markets are different from industrial markets. Give your comments on this statement along with characterizing both the markets. Support your comments with relevant examples.

**Q. 1 (c):** Explain BCG matrix along with its graphical presentation.

**Q. 1 (d):** Discuss the use and applications of social media in customer relationship management.

**Q. 1 (e):** Define the concept of customer profitability with suitable examples.

**SECTION - B**

**10 x 3 = 30 Marks**

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

**Q. 2 (a):** What is service marketing mix? Describe various important components of service marketing mix for hotel industry.

OR

**Q. 2 (b):** Define and differentiate between product line and product mix with appropriate examples. Also, explain width, length and depth of product mix with suitable examples.

**Q. 3 (a):** What do you mean by new product? Choose an automobile firm and define various stages of new product development.

OR

**Q. 3 (b):** What do you mean by Product Life Cycle (PLC)? Choose any FMCG product and discuss various strategies to be adopted in all phases of PLC.

**Q. 4 (a):** The five stage model of consumer buying process is of utmost importance in understanding the psyche the buyers goes through. Develop this process by identifying the stages for buying a Life Insurance Policy.

OR

**Q. 4 (b):** Segmentation, Targeting and Positioning are the key responsibilities of marketing managers. Discuss various criteria of market segmentation along with targeting and positioning strategies for air purifier.

## SECTION - C

Read the case and answer the questions

**10×02 = 20 Marks**

### **Q. 5: Case Study on Pepsi Struggles to Connect With the Small, Independent Grocery Sector in Vietnam**

The Vietnamese grocery retail market contains two main types of stores where consumers can buy fast moving consumable goods (FMCG) including soft drinks. The first type are the modern super markets which are operated by various local and international businesses including Co-op mart, Big G, and G8 (the Vietnamese equivalent to the 7-Eleven chain). The second type of store is the independent grocery retailer which tends to be much smaller and is typically owned and operated by Vietnamese locals. These small, independent grocery stores account for approximately 70% of Vietnamese retailers in the FMCG sector.

There are four main brands of soft drink sold in Vietnam. Two of these are the international mega-brands Coke and Pepsi and the other two are locally owned brands, Tribeco and Chuong Duong. While all four brands have strong brand awareness among Vietnamese consumers, Coca Cola and Tribeco have a slight edge over Chuong Duong and Pepsi in terms of their popularity with independent grocery outlets. Tribeco does well as a popular local brand, and Coca Cola has a long history of working with the small grocery retail sector and so appears to have built up a good relationship which is rewarded by the loyalty of this type of reseller.

Pepsi, in particular, recognizes that to maintain its market share in Vietnam, it must not only continue to market its brand to the Vietnamese consumer but must also improve its branding efforts directly with this important retail sector. Sales of Pepsi through the larger, modern super- markets easily hold their own against the three key competing brands, but the support of the small, independent retailer appears more problematic as Pepsi's local sales representatives struggle to boost stock orders from this retail segment.

Management of Pepsi's local sales representative team are very aware that while the brand is well known in the consumer marketplace and consumers can easily purchase stock from the large supermarket chains, many locals still prefer to shop at the smaller, independent grocery store. Unless more of these retailers can be persuaded by the sales team to stock and promote Pepsi to their customers, the brand will potentially miss out on a significant portion of potential sales due to the dominance of this type of retailer. For FMCG goods, at least, consumers tend to purchase brands which are available from the stores which they prefer to do business with as this is a more convenient purchase for them than shopping elsewhere.

Pepsi management, to date, has approached the problem of winning over the small grocery retail market by offering an attractive range of promotional support materials which owners can use to boost sales of Pepsi in store. It has also continued its usual branding campaigns through television and other popular media in Vietnam aimed at boosting sales in the consumer market. Both sets of initiatives do not yet appear to have raised sales of Pepsi to the desired level. The team has bought in additional branding experts from their international offices who have experienced similar situations in other countries.

It seems that the problem of gaining the support of smaller, independent retailers is not unique to the Vietnamese context and is experienced elsewhere. While the sheer scale of the Pepsi brand, and the support it provides in terms of point of sale promotions, attracts and secures the commitment of the large supermarket chains throughout the world, winning over the smaller retailer is often more problematic. As Pepsi's international branding expert points out to the local team, "it's not just what we do to attract the consumer to the Pepsi brand that counts . . . it's the way we approach the small retailer . . . we need to focus our efforts now on building retailer-brand equity . . . if the small, independent grocer is not stocking our product . . . no amount of consumer branding will work in a market where the consumer clearly prefers to shop in this type of outlet."

**Q. 5 (a):** According to you, what should the local Pepsi sales representative team do to develop what their international branding expert refers to as “retailer-brand equity” with the small independent grocery store?

**Q. 5 (b):** According to the research findings presented in this case, what do you suspect Coca Cola did to secure the loyalty and commitment of the small, independent grocery retail market in Vietnam? What can Pepsi learn from this?

### Mapping of Questions with Course Learning Outcome

<b>Question Number</b>	<b>COs</b>	<b>Marks Allocated</b>
Q. 1:	<b>CO 1</b>	<b>10 marks</b>
Q. 2:	<b>CO 2</b>	<b>10 marks</b>
Q. 3:	<b>CO 2</b>	<b>10 marks</b>
Q. 4:	<b>CO 3</b>	<b>10 marks</b>
Q. 5:	<b>CO 4</b>	<b>20 marks</b>