



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

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

Subject Name: Marketing Management-II (MM-II)

Time: 02.30 hrs

Sub. Code: PG-10

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

(CO -1.)

Q. 1 (A): Do you think the price war in Indian telecom sector has ultimately benefited the customers? Give reasons

Q. 1 (B): What factors McDonald have considered while expanding into Indian Market?

Q. 1 (C): List out the marketing communication techniques used by VI (Vodafone & Idea).

Q. 1 (D): What examples of luxurious products can you think that are priced at very high levels and why do people continue to buy them?

Q. 1 (E): What according to you are the challenges and opportunities while marketing a product to millennials?

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: (CO -2.)

A) Netflix, an over-the-top content platform, is today fighting competition with home grown entertainment apps like Zee5, Hotstar, Balaji etc. Its proposition was to offer Indian audiences, latest international television serials made for Netflix and even those available on American TV Channels and BBC. It also offered the latest classic Hollywood and Bollywood to the discerning Indian consumer. In order to survive in Indian market what should Netflix do?

OR

B) “Convenience has come to the force as one of the key elements to base distribution channel decisions”. Assess the arguments for and against focusing on convenience from a customer’s perspective.

Q. 3: (CO -4.)

A) A study by AC Nielson has shown that a significant change driver in rural families is the young daughter in law. She is today an important buyer of cosmetics and even the latest household products. Given these findings, Lakme and Revlon have decided to launch their products in rural markets. Evolve a marketing plan for the launch of the Revlon brand of cosmetics in these markets.

OR

B) Shaadi.com has been wondering how it can bring back customers to its website. This is especially because once the objective of the customer to find a match has been achieved, the customer has no reason to return. The advertising revenues of shaadi.com are linked to number of customers the site is able to attract & retain. What strategy should this website adopt?

Q. 4: (CO -2.)

A) Explain the key role of marketing communication and find examples to illustrate the meaning of each element in the AIDA framework.

OR

B) “A company's closest competitors are those seeking to satisfy the same customers and their needs by making similar offers”. Analyze the market challenger (who may offer new or other ways to satisfy the same needs) of Patanjali and suggest the strategies for the same.

SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 5: Case Study: (CO -3.)

Diversified conglomerate ITC, is aggressively ramping up its frozen snacks range targeting retail stores as well as the food services segment. It is looking to garner up to 20 per cent of the Rs 7,400-crore frozen food market in India in next three years with the firm expanding its offering in the category. The company, has recently made a foray into the frozen food segment under ITC Master Chef brand targeting both retail and food services players and is also planning to expand its reach to over 30 cities in the retail segment and 100 cities in food services segment during the period.

Currently, the frozen foods market in India is about Rs 7,400 crore and it is growing at about 17 per cent annually. The company’s growth in the category will be on the back of expansion of the range that it is offering and also because of the fact that they are offering freshly frozen food with no preservatives and can be cooked in multiple ways. They are in both (vegetarian and non-vegetarian) segments and are beyond even chicken. In the categories in the market that they are present, they are aiming at 15-20 per cent share over the next three-odd years.

ITC will be the third major organised player in the frozen food segment after McCain, which is mainly in the vegetarian segment and Venky’s, which is in non-vegetarian. At present, depending on outlets and range, ITC’s current market share will vary from 5-15 per cent in the segment.

“Globally, frozen food is growing at a massive pace eating into the share of other categories but in India it is just about 2.5 per cent of the total packaged food industry. We believe with evolving consumption patterns of time-pressed consumers there is a huge untapped potential for growth of ready-to-eat frozen snacks for in-home and out-of-home consumption occasions,” he added. The company is focusing aggressively on corporate sampling and in-store sampling to make consumers familiar with the product. It is also putting in significant resources behind deploying ITC Master Chef-branded freezers as well as upgrading horizontal freezers to vertical freezers at retail stores.

Question:

Q5(A): Analyze an industry value chain to determine sources of competitive advantage at each stage.

Q5(B): You are marketing manager of ITC, how will you be dealing with the 'misconception' and how will you fight to change the consumer’s behaviour towards the frozen food category to accelerate the growth of the company. Discuss marketing strategies for the same.

Mapping of Questions with Course Learning Outcome

Question Number	COs	Marks Allocated
Q. 1:	CO1	10 marks
Q. 2:	CO2	10 marks
Q. 3:	CO4	10 marks
Q. 4:	CO2	10 marks
Q. 5:	CO3	20 marks

Note: Font: Times New Roman, Font size: 12.