



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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2019-21)  
END TERM EXAMINATION (TERM - I)**

Subject Name: **Marketing Management -I**  
Sub. Code: **PG02**

Time: **02.00 hrs**  
Max Marks: **50**

**Note:**

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries 5 questions of 2 marks each, Section B carries 2 questions of 10 marks each and Section C carries 2 Case Studies of 10 marks each**

**SECTION - A**

**02×05 = 10 Marks**

Q. 1 (A): Marketing is more than the customer orientation.' Critically evaluate the statement, with the examples from the real world.

Q. 1 (B): "Consumers do not buy products they buy benefits". Discuss this statement and its implications for effective marketing and dimensions of service quality? Discuss them with example.

Q. 1 (C): If you are brand manager of Nokia Mobile phone, what are the strategies adopted by you for brand repositioning Discuss in light of the stage of PLC see Nokia in.

Q. 1 (D): "The terms 'Selling' and 'Marketing' are frequently used in an interchangeable manner. However, selling is merely a tip of the iceberg called as Marketing." Comment & briefly explain various functions of Marketing.

Q. 1 (E): Discuss the use of the Ansoff Matrix in identifying opportunities for growth.

**SECTION - B**

**10×02 = 20 Marks**

Q. 2. Philips electronics diversified it created division for its lighting, consumer electronics, industrial electronics and medical systems. Good marketing is no accident, but a result of careful planning and Execution. Comment on the statement in light to the example of Philips.

Q. 3. A company in the consumer durable industry has just added an electronic, cordless broom to its product line and has approached you for positioning. The product is targeted at the middle income households and is priced at Rs. 2200. The company is a leader in its other product lines. Work out a positioning strategy and its rationale for this wonder product strategy. Give reasons for the same.

**SECTION - C**

**10×02 = 20 Marks**

Q. 4: Case Study:

After the forward integration from an ingredient maker to a marketer of branded food products, Veeba has launched its new brand V-Nourish in the Indian market. The child nutrition

market in Indian is worth around Rs 7000 crore and growing at around 12% YoY. The market is dominated by the likes of Horlicks and Bournvita. It is in this segment that an Indian company is going to fight for space.

And the company is doing it in style. The brand has roped in none other than King Khan to endorse the brand. V-Nourish is positioned as a wholesome tasty food and comes on 4 variants. The brand has also launched a variant V-Nourish PediaPlus for kids from 2-5.

The launch campaign is plain and simple straight forward talk by the celebrity about the brand benefits. There is not much scope for creativity in such a sort of theme.

It is really a coup of sorts for Veeba to having roped in SRK for the launch campaign. Although celebrity endorsement has become a common feature in advertising in India, the presence of such a star gives a big boost in terms of brand awareness for V-Nourish. To fight the likes of Horlicks, Bournvita, etc, you need such a headstart. Since this is a matter involving child nutrition, building brand trust is of paramount importance. Marketers at Veeba hope that SRK will help boost both awareness and trust for the brand. It is also interesting that SRK is seen to be a favorite for products involving kids - Byju's has also taken him as the brand ambassador.

- Explain in detail the Consumer's Buying Decision Process for Veeba. What are the factors influencing consumer's buying behavior in light to the case highlighted.

#### Q. 5: Case Study

Cadbury recently launched a new brand Crispello in the Indian market. The new product is the company's second entry into the crispy chocolate segment, the first being Perk. The new brand will be fighting with the likes of KitKat, Galaxy etc. While this segment is dominated by chocolate covered wafer products like KitKat, Cadbury's Crispello is a wheat crispies covered with chocolate.

The Rs 8000 crore chocolate market is witnessing intense competition with global players fighting it out for the share of the pie. Now the who-is-who of the players are in the market and to be in the game, brands need to constantly innovate.

Crispello is targeting the new generation of customer who is always looking for a variety of experiences. Crispello is targeting the customers who want light indulgence snacking options. According to company reports, the brand understands that customers of this generation want multi-textured and complex experiences and the brand aims to deliver that option.

The new brand follows the same brand architecture of other Cadbury brands. The new product is endorsed by the category brand- Cadbury, followed by the family brand - Dairy Milk.

The brand also follows usual positioning of Dairy Milk centered around the concept of " Kuch Meetha Ho Jaye ". The launch advertisement is also in sync with the positioning. Interestingly Crispello is positioned as a healthy diet snack targeting women in Europe.

The strategy followed by Mondelez which has been ruling the Indian chocolate market is to keep the excitement going among the consumers. The Cadbury brand has seen a lot of product launches which had kept the brand in the limelight. Some of the launches have been highly successful in the likes of Dairy Milk Silk.

With global brands like Mars, M&M etc stepping up the game, the market leader is also making aggressive moves to stay on top. Exciting times ahead in this market.

- Evaluate the importance of the Boston Consulting Group Share-Growth Matrix as a strategic marketing planning model and explain the strategic implications of the various brands of Cadbury within the matrix. Evaluate and draw the perceptual map for Cadbury.