



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)

MID TERM EXAMINATIONS (TERM - I)

Academic Session- 2020-21

Subject Name: Marketing Management I

Time: 01.30 hrs

Sub. Code: PG02

Max Marks: 20

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 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.

SECTION-A

04+04 = 08 Marks

Q. 1: Case Study:

Kellogg's is the leading producer in the cereals and convenience food industry, globally. It has had a history of providing healthy breakfast for more than 100 years. Today, it sells its products in more than 180 countries and has manufacturing base in 18 countries. It markets more than 1500 products worldwide, which includes more than 100 ready-to-eat cereals. Kellogg's entered the Indian market in 1995 and has invested over Rs.150 crores. Currently, Kellogg's has earned a 60 percent share in the Rs.400-crore cereal market in India. It is famous for its flagship brand Kellogg's Corn Flakes, which come in flavors like chocolate, honey, muesli, oats, etc. It offers different products for requirements like digestive regularity, weight control, and heart health.

The traditional Indian breakfast in India consists of roti, paratha, poori, dal, upma, dosa, idli and fish, etc., depending on which region people come from. Kellogg's products were alien to the Indian market. Kellogg's to establish itself in the Indian market had to face many challenges like non- acceptability of goods, lack of adaptability, unchanged traditional eating habits, skepticism for processed food, and price sensitive customers. Kellogg's fought through these hurdles and successfully penetrated in the Indian market using various marketing strategies. It created awareness of its products by educating people about the benefits of eating cereals for breakfast. It advertised its products on TV and also manufactured tailored goods suitable to the Indian market. Innovative marketing along with efficient brand-building activities and an efficient supply chain network, enabled Kellogg's to create its market in the breakfast segment in India.

Gradually, with increase in the acceptability of Kellogg's products in the Indian market, Kellogg's expanded its range of products. Recently, it launched a new brand called Special K, which consisted of cereals, bars, and snacks. This brand was offered as a low-fat breakfast option. The target consumers were the working, and health-conscious women. However, this product was not very successful in the beginning. Kellogg's then made a comeback with a better advertising strategy. It then appoints actress Lara Dutta as its brand ambassador. In the TV commercial she promoted the product by stating that the secret behind her maintained physic is eating Kellogg's Special K everyday for breakfast. The USP of this product was that it was 98% fat free, full of fiber, Vitamin A, B and C. It is made from wheat and is coated with honey for taste.

The product got good reviews but Kellogg's limited its market to a niche customer base. Anupam Dutta, MD, Kellogg's India said to Business Standards, "the brand meets a specific consumer need, has been growing at a terrific pace across the globe. It took nearly 50 years to deliver annual sales of \$1 billion (Rs.4,500 crore), but took only two more years to grow its annual sales to \$1.5 billion (Rs.6750 crore). Plus it targets Indian customers who are getting increasingly health conscious."

Questions:

- Q. 1 (A). Kellogg's Special K products are only meant to target weight and health conscious women. Is this positioning, right?
- Q. 1 (B). What are the advantages and the disadvantages of this positioning? Is Kellogg's restricting its market?

SECTION - B

02×03 = 06 Marks

- Q.2. Swaraj Mazda wants to procure tyres from MRF, highlight any five differences between B2B and B2C marketing?
- Q.3. Satisfaction of consumer needs and wants is the focal point of the marketing philosophy and the customer is considered to be king.' Comment on this statement and highlight the importance of the marketing philosophy to modern business organizations.
- Q.4. Enumerate the variables that you would use in segmenting the market for the following products and why?
- Samsung Galaxy Watch
 - Induction Cook Top

SECTION - C

03×02 = 06 Marks

- Q. 5. Apple was usually introducing three I phone a year, this year they have launched four iPhone. State reasons for this?
- Q. 6. As much of the world has been working from home and relying on technology to stay in touch with colleagues and loved ones amid strict stay-at-home orders, video conferencing apps saw an unprecedented surge in usage, with Zoom one of the most popular options available. Comment how zoom and other video conferencing apps changed the requirement of physical presence around the globe.