



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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2018-20)
END TERM EXAMINATION (TERM - II)**

Subject Name: **Marketing management II**

Time: **02.00 hrs**

Sub. Code: **PG -10**

Max Marks: **45**

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 2 Case Studies of 10 marks each, Section B carries 2 questions of 7.5 marks each and Section C carries 5 questions of 2 marks each.

SECTION - A

10×02 = 20 Marks

Q. 1: Case Study:

The decorative paints segment, accounting for around twenty percent of the entire paints market, got an extra sheen when celebrities pitched for at least three brands in the market –Amitabh Bachchan for Nerolac Paints, Shradha Kapoor and Farhan Akhtar for dulux paints and Deepika Padokone, Saif Ali Khan and Shah Rukh Khan for Asian Paints Royale.

Nerolac Paints, the subsidiary of Kansai Paints of Japan, signed up Amitabh Bachchan for the campaign with the tagline, “Yeh rang hai jo har ek zindagi ko choota hai”. The company needed to reach out to the masses, and Amitabh Bachchan, a legend that every Indian identifies with, was an obvious choice. In the ad, Amitabh Bachchan was seen interacting with a cross-section of people, ranging from young men to a little girl to a traditional Indian woman. In consumer tests, Amitabh Bachchan emerged as a role model who cut across classes with stature, dignity, leadership and classiness. Nerolac was the leader in the industrial paints but it was lagging in decorative paints. Using Amitabh Bachchan helped bridge that gap in perception, as he conveyed a sense of leadership, and got perception, as he conveyed a sense of leadership, and got the consumers to take a fresh look at the brand.

Dulux paints latest ad with the tagline 'chamak rahe ho tum' (you are shining), the campaign introduces director-actor Farhan Akhtar, the new ambassador of the brand, in a classy black, sleek and suave avatar.

The commercial is an extension of Dulux Velvet Pearl Glo's earlier ad with celebrity quotient starring Bollywood actors Shahid Kapoor and Boman Irani. The theme of that ad was 'apne rang chhalakne do' (let your colour flow). The TVC opens with Akhtar in an introspective mood. He narrates the lives of three different people through the personification of colours. The ad uses the colours red, green, pink and blue to represent a multitude of attitude and aspirations. While red indicates a fuel for creative passion, green indicates imagination driving one's dreams and pink states family's importance, in spite of achieving success. And the TVC finally ends with Akhtar painting a wall with blue as he asks, 'Dulux Velvet Touch ki chamak bar bar poochti hai ki chamak rahe ho na tum'?

In the case of Asian Paints, actor Saif Ali features in the ad campaign for the luxury emulsions brand, Royale, which used NawabPataudi in its advertising 15 years back. The luxury emulsions segment is an important part of Asian Paints portfolio, which has focused more on its mother brand in recent times. Saif Ali has been used to draw the consumer to the core brand idea of Royale enhancing the look of special possessions. The brand is conveyed as youthful, vibrant, contemporary and luxurious and Saif Ali fits that description. The identification process happens quicker with a celebrity, and once the idea is fixed, then it is easier to carry it forward even without a celebrity.

But in the paints category, dealers play a key role in the consumer decision-making process. This is because the consumer knows only the brand name of the paint that is on her walls. Therefore, companies feel that using a celebrity in their advertisements would be helpful to tilt the consumer

choice in their favor. The three paint companies wanted to make the consumers feel good about their choice of brand, and therefore, besides the functional aspects, everything that gets more space in the consumers' mind helps.

Questions:

- a. Do celebrity endorsements really result in the increase in buying process or it is only a glamour which leaves short-term effect on the consumer? Give your opinion.
- b. Dealers and Distributors play a key role in enhancing the sales of a product like paints and consumer decision making. Celebrity advertising is waste. Critically discuss for or against the statement.

Q.2: Case Study:

The Tata Group and the Future Group have joined hands to work together on a venture. In a first of its kind alliance, Future Consumer Enterprises Ltd. (FCEL) of Future Group has entered into an agreement with Trent Hypermarket Ltd of the Tata Group to supply its food and non food branded products to Star Bazaar, which will sell these products at its outlets.

As per the agreement, Star Bazaar will sell 148 type of products of FCEL of Future Group, which will give a boost to various brands of Future Group and in return, Star Bazaar and its customers are expected to benefit from the quality products to be supplied by FCEL Group. Both Groups have plans to aggressively promote their brands. And this alliance will increase the reach of its brands to three million additional customers who visit Star Bazaar annually.

Questions:

- a) Apart from the product alliance, which other forms of alliance, would you recommend for both the groups?
- b) What according to you, are the challenges that the alliance will face in the market?

SECTION – B

7.5×02 = 15 Marks

Q. 3: Air Asia launched its services in India in 2014. It faces competition from Air India, Jet Airways and now recently introduced Vistara from Tatas who are in partnership with Singapore Airlines besides it also faces competition from other low cost carriers. If you were the Marketing Director of Air Asia, what would be your approach to penetrate the market?

Q. 4: In recent years, discount sales have been on the rise and several discount stores have come up in the country. Regular discount sales are also organized by firms and retail stores around festive seasons. Yet, there are many designer brands who do not have such discount sales and yet record large sales turnover. Why?

SECTION – C

02×05 = 10 Marks

Q.5 (A): Airtel and Vodafone has stopped life time validity on its prepaid numbers. Will this be a profit making move for both the players?

Q. 5 (B): In this digital era, after two years of demonetization, E-Wallet services like Paytm, Phone Pe, Google Pay have started losing their charm to the customers' today. Do you agree or disagree? Justify.

Q. 5 (C): One of the key trends today is that organizations are becoming increasingly market driven. Outline a market research plan for a home appliances company that wishes to become market driven?

Q. 5 (D): Samsung One Plus and Apple are slowly catching up the smart phone market for the middle and upper middle class. Is this the beginning of declining phase of manufacturers like Xiami, Vivo and Oppo.

Q. 5 (E): Which type of sales promotion vehicles will you use to promote the sale of a premium brand of men's toiletries? Why?