

the consumer expectations as they say; 'Consumer is the King'. Consumer (Retailers for B2B) today are having multiple distribution options to choose the best for themselves. Competition is rising every hour as new ways of consumer-servicing is being innovated.

Questions :

- (i) Discuss the challenges faced by traditional offline distribution channel with respect to FMCG brands.
- (ii) Develop the strategies to be adopted by marketers to overcome these challenges.

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Roll No.

MB-203

M. B. A. (SECOND SEMESTER)

END SEMESTER

EXAMINATION, 2021-22

MARKETING MANAGEMENT

Time : Three Hours

Maximum Marks : 100

- Note :**
- (i) This question paper contains two Sections—Section A and Section B.
 - (ii) Both Sections are compulsory.
 - (iii) Answer any two sub-questions among (a), (b) & (c) in each main question of Section A. Each question carries 10 marks.
 - (iv) Section B consisting of case study is compulsory. Section B is of 20 marks.

P. T. O.

Section—A

1. (a) Discuss in detail the different elements of marketing environment. (CO1)
- (b) Explain the importance of understanding consumer behavior to the marketers and identify factors influencing consumer behavior. (CO1)
- (c) Describe the different elements of marketing mix and discuss their importance in marketing. (CO1)
2. (a) Illustrate the different bases for consumer market segmentation with the help of examples. (CO2)
- (b) Determine the strategies adopted by marketers across the different stages of product life cycle. (CO2)
- (c) Explain the steps in the process of new product development. (CO2)
3. (a) Analyze the different steps in the procedure for setting pricing policy. (CO3)
- (b) Analyze the factors that influence the marketing channel design decisions. (CO3)

- (c) Explain the reasons for conflict in distribution channels and suggests the ways to resolve them. (CO3)
4. (a) Evaluate the different elements of promotion in marketing. (CO4)
- (b) Explain the ethical issues important for marketers in current scenario. (CO4)
- (c) Assess the rising importance of green marketing in current scenario in Indian context. (CO4)

Section—B

5. **Caselet (Compulsory)** 10×2= 20(CO5)
- The FMCG landscape is broadly divided into two major categories—Offline (General & Modern Trade) and Online (platforms like Amazon, Flipkart, etc). The Offline Traditional model is currently the largest channel for selling FMCG brands. It enjoys a market share of 80-85%. The remaining 15-10% is in the hands of e-commerce players. The paradigm shift from offline to online has given a big boost to e-commerce players who have gained

significant traction in the last two years of the pandemic. This online growth has been boosted mainly because of two reasons,

- (i) Convenience of purchasing through online portals
- (ii) Lockdowns and work-from-home culture restricting consumers from physical presence at stores.

FMCG brands have gone back to the drawing board, remodelling their success stories of the last 3-4 decades of physical distribution, challenging the status quo. "What got them here won't get them there" is the new thought emerging very fast. The story of New Age D2C (direct to consumer) brands is a bit different since they lack a full-stack distribution model. Most of the New Age D2C brands have developed excellent product innovation, enlisting on e-commerce platforms directly targeting the end consumers.

The traditional offline authorised distribution channel in India has been the largest and most important channel since independence. These

warriors have been consistent in their focus and have persistently fought pricing battles with modern trade, and now with the giant e-commerce players. COVID-19 has been a big dampener for these traditional distributors. It has made these warriors highly vulnerable to the sweeping changes in consumer behaviour.

Firstly, consumer expectations have undergone a sea change in the last couple of years. Earlier online shopping was time consuming, and the process took longer, from order to delivery. This was followed by the Next Day Delivery or NDD model, which improved to Same Day Delivery or SDD model by Flipkart and Amazon. Today, Quick Commerce 10-minute delivery is the new reality which was impossible to imagine a couple of years back. A number of new-age players are all charged up with the required fire power of money, resources, infrastructure and technology to take customer experience to newer heights. Hence, it is imperative now for the traditional offline channels to evolve, innovate and match-up to