

IIT DELHI
MAJOR EXAM
MSL303-MARKETING MANAGEMENT

Date: 02/05/2017

All questions are compulsory (Total Marks: 30)

✓ Q1. Explain the Branding Framework with the help of Examples & Citations: (10 Marks)

Q2. Nestle India Limited (NIL) is the market leader in Indian Noodle Market with its Maggi brand of Noodles which was pioneer brand launched in the packaged food market of India. It took the challenge and established Maggi in Indian market considered to be conservative and typical about food consumption. It appropriate realization of target segment, effective positioning and effective promotion and sales made Maggi a generic name for Noodles in India. The company had introduced sauces, ketchups and soups under Maggi brand to reap benefit of brand popularity and image and contribute to financial gains. Maggi also became successful in sauces, ketchups and soups Market in India. Though the company tried to extend to other ready to eat products like pickles, cooking aids and paste, it was unsuccessful in doing so. Maggi Brand of products sustained recession in India by introducing in the form of economy packets. To fulfill novelty needs of customers and revitalize Maggi Noodles Brand NIL made different attempts by introducing new formulation to new taste but customers resisted change and Maggi had to reintroduce Maggi Noodles in the original taste. In compliance with NIL target to be "health and Wellness Company" Maggi repositioned it as health and taste food products. NIL has also introduced with taste and product line in Sauces and Soup Market under Maggi to catch new segment, revitalize brand, compete with other producers and fulfill expectation of customers. Maggi is also a market leader in Noodles, Pasta, Soups and Sauce category. Maggi was also one of the highest spender in the Promotion and Sales in the Indian Market in the Noodles Category.

- a) Discuss Nestlé's Positioning and Repositioning Strategy of Maggi brand in India.
- b) How NIL extended its brand and line of products to leverage the brand and established Maggi as a family brand? What are your views on the brand extension strategy of Maggi Brand in India? (10 Marks)

Q3. In reference to your Term Paper, answer the following question: (10 Marks)

- On the basis of Literature you have reviewed for your research; offer the key insights that you gained from them
- Cite and explain any two papers that you have referred for your term paper

✓ The Research Gap identified, learning outcome and implications of your research

— Sports Marketing in Asia: Exploring trends & Issues in
N T W F S S M
22 21 10 30 1 2 21st century

— Shortway towards Sports Event Consumption