

It divides the market into segments such as professional athletes, fitness enthusiasts, and casual wearers who are interested in comfortable yet stylish apparel. Additionally, Nike addresses the psychographic needs of individuals who value innovation, performance, and sustainability, thereby appealing to athletes and non-athletes alike. Nike's market segmentation procedure begins with understanding the characteristics of each potential market segment. By evaluating consumer behavior, purchasing patterns, and preferences, Nike creates tailored marketing messages and products for different segments. For instance, for professional athletes, Nike emphasizes cutting-edge technology and performance-enhancing features in their shoes and gear, such as the Air Max line. For the general fitness consumer, it focuses on comfort, style, and value, with products like the Nike Air Zoom running shoes. The brand also emphasizes sustainability and inclusivity, particularly in its campaigns targeting environmentally conscious and diverse groups of consumers.

Once Nike has segmented the market, it evaluates the potential of each segment based on size, growth, and competitive intensity. The company's ability to serve multiple segments successfully is largely due to its strong brand identity and efficient distribution channels. Nike strategically targets younger consumers, particularly Generation Z, who are attracted to sports culture and active lifestyles. Its digital platforms, such as Nike Training Club and Nike Run Club, play a significant role in engaging consumers, offering personalized content and product recommendations based on user activity and preferences.

In terms of positioning, Nike has effectively positioned itself as the brand for "athletes" of all levels, with the slogan "Just Do It" encapsulating a message of motivation, empowerment, and inclusivity. Nike's positioning strategy focuses on emotional connection with its customers, creating a sense of identity and aspiration. The brand's differentiation tools, including innovative product design, celebrity endorsements, and partnerships with top athletes, enhance its appeal across various consumer segments. Nike's advertisements often feature athletes like LeBron James, Serena Williams, and Cristiano Ronaldo, making the brand synonymous with success and excellence in sports. Furthermore, Nike has adopted a global marketing strategy, with localized campaigns in key international markets, allowing the brand to resonate with diverse cultural preferences while maintaining a consistent global image.

Nike's use of digital and social media marketing has further solidified its positioning in the minds of consumers. Through social platforms like Instagram, Twitter, and YouTube, Nike engages in direct communication with consumers, sharing stories of athletes and inspiring individuals to pursue their passions. The brand also drives its sustainability efforts by creating eco-friendly products, such as the Nike Air VaporMax 2020, made from 50% recycled materials, positioning the brand as not just a leader in performance but also in corporate responsibility.



Enrollment No.....

Faculty of Management Studies

End Sem Examination Dec 2024

MS5CO07 Marketing Management

Programme: MBA

Branch/Specialisation: Management

**Duration: 3 Hrs.****Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

		Marks	BL	PO	CO	PSO
Q.1	i. Which concept emphasizes fulfilling customer needs better than competitors for long-term profits? (a) Selling concept (b) Marketing concept (c) Social marketing concept (d) Product concept	1	2	1	2	
	ii. What does the marketing mix primarily consist of? (a) Product, price, place, promotion (b) People, process, physical evidence (c) Production, product, price, promotion (d) Planning, pricing, product, promotion	1	2	1	7	
	iii. Which of the following is NOT a basis for segmenting a consumer market? (a) Geographic segmentation (b) Demographic segmentation (c) Corporate segmentation (d) Behavioral segmentation	1	2	2	4	
	iv. What does positioning primarily aim to achieve? (a) Identify new customers (b) Differentiate a product in the market (c) Reduce production costs (d) Increase advertising spend	1	2	2	6	
	v. Which stage of the product life cycle typically sees the highest profits? (a) Introduction (b) Growth (c) Maturity (d) Decline	1	2	3	3	
	vi. Brand equity refers to: (a) The legal ownership of a brand (b) The monetary value of a brand (c) The value a brand adds to a product or service (d) The cost of producing branded goods	1	2	1	4	

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vii.	Which of the following is NOT considered a tool of Integrated Marketing Communication (IMC)?	<b>1</b>	2	1	5
	(a) Advertising				
	(b) Sales promotion				
	(c) Product development				
viii.	What is the primary function of distribution channels?	<b>1</b>	4	1	3
	(a) To manage brand equity				
	(b) To move products from producers to consumers				
	(c) To develop product features				
ix.	Which of the following is a characteristic strategy of market nichers?	<b>1</b>	2	1	3
	(a) Compete with market leaders				
	(b) Focus on small, specific customer segments				
	(c) Mimic strategies of market followers				
x.	What does green marketing primarily focuses on?	<b>1</b>	2	1	2
	(a) Reducing advertising expenses				
	(b) Promoting eco-friendly products and practices				
	(c) Creating rural-specific campaigns				
Q.2	Define marketing and explain its primary purpose.	<b>2</b>	1	1	2
	Briefly explain the concept of marketing myopia and its implications.	<b>2</b>	2	1	2
	Discuss the differences between the selling concept and the marketing concept, providing examples for each.	<b>4</b>	2	1	2
	OR iv. You are a marketing manager of a company that produces eco-friendly water bottles. Customers appreciate the product's durability but complain about its pricing. Apply the concept of the 'marketing mix' to address this issue.	<b>4</b>	3	4	4
Q.3	i. Explain the steps involved in the market segmentation procedure.	<b>3</b>	3	2	2
	ii. Evaluate the need for effective segmentation in today's competitive market.	<b>5</b>	4	2	2
OR	iii. A new bakery brand wants to enter a city where there are already established players. Develop a segmentation, targeting, and positioning strategy for this bakery to capture the market effectively.	<b>5</b>	4	4	5

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Q.4	i. What factors influence pricing decisions in a competitive market?	<b>3</b>	3	3	2
	ii. Analyze how different stages of the product life cycle influence marketing strategies. Provide examples for better understanding.	<b>5</b>	4	3	4
OR	iii. A premium chocolate company notices declining sales during a recession. Suggest strategies for pricing and positioning adjustments to improve sales while maintaining brand value.	<b>5</b>	4	4	5
Q.5	i. Explain the importance of market logistics in distribution decisions.	<b>2</b>	1	2	3
	ii. A company selling high-end cosmetics faces issues with their distribution channels as many customers complain about product unavailability. Analyse and suggest how the company can improve its channel management decisions to enhance product availability.	<b>6</b>	2	4	4
OR	iii. Evaluate the role of social media marketing as an emerging tool of Integrated Marketing Communication. Provide examples.	<b>6</b>	2	4	5
Q.6 Attempt any two:					
	i. Discuss the role of socially responsible marketing in building a brand's reputation. Provide examples to illustrate your points.	<b>4</b>	4	5	3
	ii. A company selling packaged foods is planning to launch a rural marketing campaign for its products. Evaluate the key factors and strategies it should consider to ensure the campaign's success.	<b>4</b>	3	3	5
	iii. A market challenger in the smartphone industry wants to increase its market share by competing against a dominant leader. Recommend strategies it can adopt to challenge the leader effectively.	<b>4</b>	4	3	4
Q.7	Case Study: Nike's Segmentation, Targeting, and Positioning Strategy- Nike, the globally renowned athletic apparel and footwear brand, has successfully leveraged market segmentation, targeting, and positioning (STP) strategies to become a market leader in the sportswear industry. The company uses a multi-segment targeting strategy, focusing on various groups based on demographic, psychographic, and behavioral factors. For segmentation, Nike identifies specific consumer needs, behaviors, and lifestyles.	<b>10</b>	5	4	5

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The company's marketing campaigns are carefully crafted to resonate with specific target audiences, and the integration of lifestyle into athletic gear ensures that Nike is seen as a brand that understands and responds to the evolving needs of its diverse consumer base.

- (a) Evaluate how Nike's segmentation and targeting strategies have contributed to its market success. Provide specific examples.
- (b) Discuss the positioning strategy Nike employs to differentiate itself in the competitive sportswear market. How do the brand's differentiation tools enhance its market position?

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[5]

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**Marking Scheme**  
**MS5CO07 (T) Marketing Management (T)**

Q.1	i)	b) Marketing Concept	1	OR	Q.4	i.	What factors influence pricing decisions in a competitive market? (6X0.5)	3			
	ii)	a) Product, Price, Place, Promotion	1			ii.	Analyse how different stages of the Product Life Cycle influence marketing strategies. Provide examples for better understanding. (4 PLC+1 FOR EXAMPLES)	5			
	iii)	c) Corporate segmentation	1			iii.	A premium chocolate company notices declining sales during a recession. Suggest strategies for pricing and positioning adjustments to improve sales while maintaining brand value. (AS PER VALUER)	5			
	iv)	b) Differentiate a product in the market	1			Q.5	i.	Explain the importance of market logistics in distribution decisions. (2X1)	2		
	v)	c) Maturity	1				ii.	Attempt any two:			
	vi)	c) The value a brand adds to a product or service	1				iii.	A company selling high-end cosmetics faces issues with their distribution channels as many customers complain about product unavailability. Analyse and suggest how the company can improve its channel management decisions to enhance product availability. (AS PER VALUER)	3		
	vii)	c) Product Development	1				OR	Q.6	i.	Discuss the role of socially responsible marketing in building a brand's reputation. Provide examples to illustrate your points.	4
	viii)	b) To move products from producers to consumers	1						ii.	A company selling packaged foods is planning to launch a rural marketing campaign for its products. Evaluate the key factors and strategies it should consider to ensure the campaign's success.. (AS PER VALUER)	4
	ix)	b) Focus on small, specific customer segments	1								
	x)	b) Promoting eco-friendly products and practices	1								
Q.2	i.	Define marketing and explain its primary purpose. (1X2)	2	OR							
	ii.	Explain the concept of Marketing Myopia and its implications (1+1)	2								
	iii.	Discuss the differences between the selling concept and the marketing concept, providing examples for each. (4X1)	4								
	iv.	You are a marketing manager of a company that produces eco-friendly water bottles. Customers appreciate the product's durability but complain about its pricing. Apply the concept of the 'Marketing Mix' to address this issue. (AS PER VALUER)	4								
Q.3	i.	Explain the steps involved in the market segmentation procedure. (6 STEPS X 0.5)	3								
	ii.	Evaluate the need for effective segmentation in today's competitive market. (5X1)	5								

- iii. A market challenger in the smartphone industry wants to increase its market share by competing against a dominant leader. Recommend strategies it can adopt to challenge the leader effectively. (AS PER VALUER) **4**

**Q.7** CASE STUDY (5X2=10) **10**

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