

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.

*Total No. of Questions: 7*

*Total No. of Printed Pages:5*



Programme: MBA

**Enrollment No.....**

Faculty of Management Studies

End Sem Examination Dec 2024

MS5CO07 Marketing Management

## Programme: MBA

## Branch/Specialisation: Management

Maximum Marks: 60

**Duration: 3 Hrs**

---

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?	<b>1</b>	2	1	2
	(a) Selling concept	(b) Marketing concept				
	(c) Social marketing concept	(d) Product concept				
	ii.	What does the marketing mix primarily consist of?	<b>1</b>	2	1	7
	(a) Product, price, place, promotion					
	(b) People, process, physical evidence					
	(c) Production, product, price, promotion					
	(d) Planning, pricing, product, promotion					
	iii.	Which of the following is NOT a basis for segmenting a consumer market?	<b>1</b>	2	2	4
	(a) Geographic segmentation					
	(b) Demographic segmentation					
	(c) Corporate segmentation					
	(d) Behavioral segmentation					
	iv.	What does positioning primarily aim to achieve?	<b>1</b>	2	2	6
	(a) Identify new customers					
	(b) Differentiate a product in the market					
	(c) Reduce production costs					
	(d) Increase advertising spend					
	v.	Which stage of the product life cycle typically sees the highest profits?	<b>1</b>	2	3	3
	(a) Introduction	(b) Growth				
	(c) Maturity	(d) Decline				
	vi.	Brand equity refers to:	<b>1</b>	2	1	4
	(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					



[5]

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?

\*\*\*\*\*

[5]

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?

\*\*\*\*\*

### **Marking Scheme**

#### **MS5CO07 (T) Marketing Management (T)**

Q.1	i) b) Marketing Concept	1		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. . (AS PER VALUER)	5
	ii) a) Product, Price, Place, Promotion	1		Q.4	i. What factors influence pricing decisions in a competitive market? (6X0.5)	3
	iii) c) Corporate segmentation	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
	iv) b) Differentiate a product in the market	1		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. (AS PER VALUER)	5
	v) c) Maturity	1		Q.5	i. Explain the importance of market logistics in distribution decisions. (2X1)	2
	vi) c) The value a brand adds to a product or service	1		ii.	Attempt any two:	
	vii) c) Product Development	1		OR	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
	viii) b) To move products from producers to consumers	1			Evaluate the role of social media marketing as an emerging tool of Integrated Marketing Communication. Provide examples. (1.5X2)	3
	ix) b) Focus on small, specific customer segments	1			An FMCG company is experiencing inefficiencies in its market logistics, leading to delayed deliveries and increased costs. Recommend a plan to optimize its market logistics while maintaining customer satisfaction. (AS PER VALUER)	3
	x) b) Promoting eco-friendly products and practices	1		Q.6	i. Discuss the role of socially responsible marketing in building a brand's reputation. Provide examples to illustrate your points.	4
Q.2	i. Define marketing and explain its primary purpose. (1X2)	2		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
	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				
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. (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**

\*\*\*\*\*