

MBA (FT) November 2021
Paper 6105: Marketing Management

Time: 3 Hours

Max. Marks: 70

Question 1 is compulsory. Answer any other three questions.

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1. XYZ Ltd. is considering the launch of its fully recyclable brand of training shoes. It took considerable time for the company to develop the new shoe out of a single material - Thermoplastic Polyurethane (TPU), without using any form of glue or solvent. The customers are expected to return the shoe at the end of its life. The company would then break down the shoes into their components and make a new shoe from the old one. This entirely new concept is a step towards reducing the waste and increasing sustainability in the environment.
 - (a) Based on the above information, explain the marketing orientation/ philosophy that you think the company is following. Which orientation is adopted by most large firms?
 - (b) Discuss the importance of innovation and concept testing in new product development.
 - (c) Discuss the pricing strategies available for a new product? Which would you choose in the above case? Give proper justification of your choice of strategy.
 - (d) Other than the cost of development and launch, what risks are involved in this product?

(6,6,8,5)
 2. In January 2020, the Gurugram based home services marketplace UrbanClap rebranded itself to Urban Company introducing six new sub brands. The company claims that it wanted a globally acceptable brand name, given that it has a presence in India, Australia, Singapore and the UAE. In the light of this, discuss the pros and cons of rebranding and brand repositioning. Is the company's target segment likely to change in this case? Why or why not? (15)
 3. Discuss the macro and micro trends that have changed the consumer landscape during COVID-19 pandemic. Also highlight the changes in consumer behaviour brought about as a result of changes in the marketing environment. (15)
 4. Assume that you are a marketer dealing in the packaged food and dairy products. Giving suitable reasons, explain the distribution channel that you will adopt. Discuss the challenges involved in choosing direct-to-consumer channels in this case? (15)

5. Discuss how the life-cycle stage of the automobile industry explain the promotional efforts carried out by most companies. Suggest some of the ways to implement integrated marketing communication in the introductory stage of the life cycle. (15)
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