

Faculty of Management Studies

University of Delhi

Oct-Nov 2022 Examination

Name of Examination- MBA (FT)

Paper Name- Marketing Management

Max Marks- 70

Paper No.- 6105

Time-3 Hours

Note- Answer any five questions.

1. Critically analyze the segmentation, targeting, value proposition and positioning strategy of Britannia industries in the context given below:

Britannia Industries started one of the biggest 'wellness' move more than a decade ago. It classified its brand portfolios into two distinct categories- 'Wellness' and 'Indulgence' products. The company saw a clear opportunity to take its expertise in 'fortification' to the mainstream consumer market. The company initially identified Tiger, Milk Bikis, Marie Gold and Nutrigo as wellness brands to take the fortification move to the mainstream consumers. It sells over 50% of its biscuits fortified with vitamins and micro-nutrients, with a focus on bolstering the iron content. The company's other front-line brands such as Good Day, Treat, 50:50, Little Hearts and Pure Magic formed the part of the indulgence category. Having removed trans fats from products, Britannia became India's first zero Trans Fat company. Its wellness drive brings together the critical elements of health, nutrition and enjoyable taste, whether it is biscuits or breads or dairy products. India is a market prone to indulgent consumption habits. The company attempts to bring in some healthy substitutes, while retaining the joy of eating. Britannia takes pride in having stayed true to its credo, 'Eat Healthy, Think Better'.

(14)

2.

- a) "A product can attain different levels". Explain 5 product levels concept and discuss how more differentiation and value is added to a product by moving it to higher product levels. Give examples to support your answer.
- b) For many years, Alpha company has been in the business of offline coaching classes for school students. Identify various trends or macro

environmental factors which might significantly affect this company's future business and propose how it might respond to these changes. (7+7)

3. A company is planning to get into the business of running cruises within the country. Explain the role of various cultural, social and personal factors in influencing buying behavior of its target customers. (14)

4.

a) How do market opportunities and challenges change for a product as it moves through its life cycle?

- b) Audi, BMW and Mercedes-Benz have all introduced entry-level models in recent decades, which helped in the battle to increase market share and be the world's biggest seller of premium cars. Identify the product life cycle stage of car industry and outline the characteristics of the stage. Discuss the above-mentioned strategy of these companies in the context of product-life cycle. (7+7)

5.

a) Why should an organization relinquish any distribution activity to intermediaries? Using intermediaries usually means losing some control over how and to whom products are sold. Discuss.

- b) A large company manufactures small car accessories and wants to increase its market share through multi-channel distribution plan. Discuss the important factors that need to be considered while designing an appropriate channel of distribution for it. Also suggest various types of suitable channels for this firm to reach the customers. (4+10)

6.

- a) Explain the following approaches of pricing decisions. Under which conditions is the use of each of the approach considered appropriate?

Cost based

Competition based

Customer's perceived value based

- b) Suggest the suitable pricing approach along with reasons for your choice for the following:

Luxury brand of wrist watch
Small hardware items being sold as commodity
OTT streaming service

(7+7)

7.

- a) Shown below is the ad that appeared on the full-front page of Times of India, Hero MotoCorp wrote: "We'd rather be right than be first." It adds: "India's not-first electric scooter coming soon." It goes on to add the various safety tests it performed before launching the scooters into the market, and delves into whether or not an electric scooter can "change the world". Along with print, it has also launched online campaign with the same message. Hero MotoCorp is set to launch an electric scooter 'Vida' on Oct. 7, postponed from its original July 1, 2022 launch schedule. Earlier this year, Ola Electric had to recall 1,441 electric scooters after one of its vehicles caught fire in Pune. Recently, automakers like Ola and TVS have also faced the ire of customers for delaying deliveries by several months.

Critically analyse the Hero MotoCorp Ad and media decision in the context of AIDA model of hierarchy of effects.

**INDIA'S
NOT-FIRST
ELECTRIC
SCOOTER.
COMING SOON.**

Can an electric scooter change the world?
Depends on the scooter.
On the standards that it sets for itself.
For us, that meant doing things no one expects.
Like traversing 200,000 kilometers,
testing in multiple climates and conditions.
And spending 25,000 hours to get it right
rather than rushing to the market.
Can an electric scooter change the world?
Depends on if it's prepared to change everything else.

**WE'D
RATHER
BE RIGHT
THAN
BE FIRST.**

Geico, a new auto insurance company launched online campaign with the headline as: "Give us 15 minutes and we'll save you 15 percent on your car insurance." The company's ability to offer that value (savings and speed) really does come from its choice of channel strategy: direct to consumers (eliminating the intermediary) equals savings of time and money.

- b) Critically analyse the Geico Ad's headline in the context of AIDA model of hierarchy of effects. (9+5)

8. Explain the following with examples:

- i) Marketing oriented company
- ii) Ansoff Matrix
- iii) Perceptual Mapping

(14)