

**PGDM (RM) 2021-23**  
**Marketing Management 1**  
**RM-105**

**Trimester – I, End-Term Examination: October 2021**

Time allowed 1 Hour 30 Minutes  
Max Marks: 30

Roll No: \_\_\_\_\_

**Instruction:** Students are required to write Roll No on every page of the question paper. All instructions on the reverse of the admit card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	3 questions (or more) with 3 internal choices (1 question + 1 internal choice) for each CILO (Course Intended Learning Outcome) covered.	3*5	15
B	Case Study with minimum 2 compulsory questions and remaining CILOs if any covered	15	15
			<b>30</b>

**Section A**

Q1. Redmi has come up with a very competitively priced 48" 4K HD, LED TV at Rs 30,999/- vis a vis brands like Sony and LG, which are more expensive. Which consumer needs are they fulfilling? (CILO-1, 5 marks)

OR

Q1. Give two Indian examples of marketing myopia for TV and incandescent bulb respectively and explain them. (CILO-1, 2x2.5 marks)

Q2. Microsoft is facing problems from the changing environment of getting people to pay for legal software downloads. Elaborate on these problems and discuss the solutions available to address them. (CILO-2, 2x2.5 marks)

OR

Q2. Take the purchase of active wear apparel by millennial students in a management college. How do you think a retailer should do STP for them? Why psychographic segmentation is one of the most important components in segmentation? (CILO-2, 2x2.5 marks)

Q3. BIMTECH plans to launch a PGDM (Executive) 18 month's online programme for people with 5+ years of work experience. Which positioning strategy should they use keeping in mind that the course fees are about 25% of the normal campus fees? Pl. explain how you propose the distinction, value addition the brand offers, and how will you position it in minds of your target consumers. (CILO-2, 2x2.5 marks)

OR

Q3. EMAMI has entered the edible oil category with its brand. They face existing competition from Fortune, Nature Fresh, and Patanjali's edible oil brand. Which unique proposition should it target in the minds of its consumers through marketing? (CILO-2, 5 marks)

### Section B

#### Case Study

#### **Purpose-Led Marketing: The Zero-th 'P' for marketers**

(<https://brandequity.economictimes.indiatimes.com/news/industry/purpose-led-marketing-the-zero-th-p-for-marketers/83838807>)

*While 2020 taught brands innumerable lessons on how to pivot and reach consumers by harnessing the power of digital in the new normal, this second wave made us pause and rethink crucial pillars. Navin Madhavan, VP, and GM, Growth Platforms, InMobi, shares his take on what a brand needs to rethink and why that is important.*

Brand Connect Initiative: June 25, 2021, 16:57 IST

#### **The Most Essential 'P' for Marketers: Purpose**

The four Ps - Price, Place, Product, and Promotion - have long determined how marketers define their strategies and actions. But in today's rapidly developing world, are they enough? The new normal has given rise to a new 'P' for marketers that comes before all the other four Ps we know and understand - 'Purpose'. When reaching consumers has become more nuanced than ever in today's world, marketers need to make sure that their brand messaging and campaigns are purpose-driven. The textbook definition of purpose refers to "the intention, aim or function of something; the thing that something is supposed to achieve." In the current situation where we are all learning to navigate the constantly evolving realities of the new normal, marketers must let purpose take precedence while driving their strategies. This will not only help them stay truly relevant but also reach consumers authentically.

#### **Building Resilient Brands in the New Normal**

In 2021, brands must acknowledge that the world is not as we knew it before. Thus, the situation requires them to approach their strategies more sensitively. Brands must take stock, rethink what is appropriate, and shelve campaigns or messaging they think aren't suited to the current environment.

Identifying how your brand can help the country fight the pandemic is crucial. If your brand is making an effort through contributions (be it monetary, volunteering efforts, or product donations for the affected), speak about that in a way that inspires others to step up and contribute to the best of their capabilities. In times like these, brands can inspire many to cause a domino effect of philanthropy. These efforts can surely help touch countless lives.

Providing your platform to show solidarity in these dark times is half the battle won. Brands can use their audience and extensive reach, to amplify the right causes. There are many

ways to help lakhs of people, whose lives have been affected, which if done right can leave a strong association about the brand with every consumer. If brands cannot assist directly, they can take simple steps such as leveraging their core competencies – the supply chain, the product penetration, social media pages, YouTube channels, and their apps/websites – to talk to their users and tell them that we are all in this together. For example, brands such as Asian Paints' Viroprotek and ITC's Savlon launched and manufactured sanitizers when there was an acute shortage of sanitizers in India. These brands came forward and utilized their production capabilities to help the nation at the time of dire need. Another recent example is Ola stepping up to start doorstep delivery of oxygen concentrators to consumers using their extensive network of cabs and their user-friendly app to make bookings.

Some brands even enabled their customers to step up and make it easy and painless for users to step up and contribute, be it CRED that helped its users donate their rewards towards the purchase of oxygen concentrators or Dunzo that made great use of their much-loved social media handles or other large-scale apps that directed traffic to dedicated fundraisers. When brands take these purpose-led positions, they see an upsurge of app usage and participation while putting purpose to practice. Brands can also identify how they can partner with organizations fighting the pandemic and provide them a lending hand to make a direct and visible contribution in this fight.

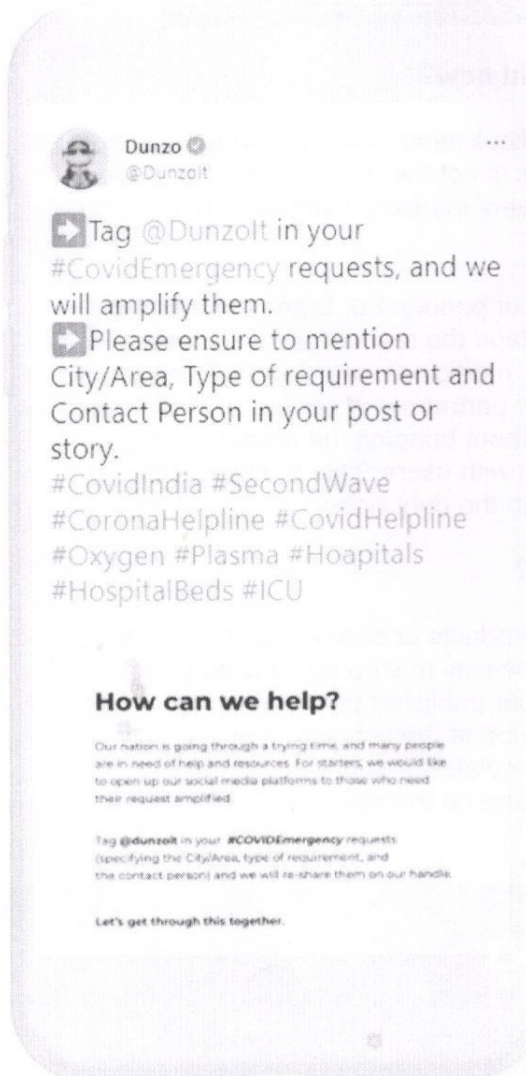
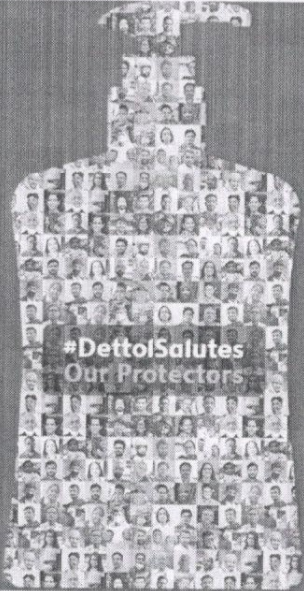


Image Courtesy: Twitter Handles of the mentioned brands

Another example that stood out was Dettol celebrating individuals who stepped up to help those in need, through their efforts with the #DettolSalutes campaign and making heroes

out of common people. Such simple initiatives may not cost but leave a strong impact on how users recall the response of a brand to these tough times.



**About the Campaign**

# #DettolSalutes

Dettol salutes the protectors, who have taken extraordinary action during these challenging times.

Their stories are a source of hope and inspiration to the entire nation.

1 8 1 6 5 2

#DettolSalutes  
Virtual Packs Generated

▼


### What are the key aspects Brands can focus on right now?

It's imperative for brands to be empathetic in these difficult times. We as marketers should be mindful of what the country is going through, as this is not the right time to push hard. Right messaging has always been the main pillar of every marketer's campaign, but it is now more crucial than ever before.

If this pandemic has taught us one thing, it's to value our people. For brands that provide essential services, it is important to celebrate and applaud the real heroes who deliver these services (food, e-commerce delivery, essentials, medicines, and more). Think of ways in which you could express your gratitude to your partners and enablers. This helps brands to be visible with users for the right reasons without bringing the product/services to the front and center. It helps build a human connection with users. This is where defining your campaign's purpose enables you to strategize with the right notes.

### How is InMobi looking into Purpose-led Marketing?

While InMobi may not be in the position of producing products or services that are directly related to healthcare services, we found our own unique way to step up by raising awareness. Today, we are actively collaborating with our publisher partners and enabling them with digital assets to promote donations to platforms of their choice. This campaign bore no InMobi branding, and ads were shared in a completely frictionless process on a freely accessible website with clear instructions on setting up the ads, thus making it easy for publishers to plug and play.



**HELP FIGHT COVID-19**

Donate to make a difference

**DONATE NOW**

Apart from our efforts in India, we have also collaborated with ecosystem players, publishers, and app developers all around the globe to help increase awareness of the situation to people outside of India because we truly think every small bit counts in this-fight.

As marketers, we have the opportunity to truly put purpose to practice as we navigate these unusual times. All we need to do is take the first step and get started.

Q1. Is the importance of purpose 'P' in marketing contextual to the current times or is it universal for all times? (CILO-3, 7.5 marks)

Q2. Brands were producing unique products/ providing different services/ donating /volunteering; something which they would not do during the normal course of events. Did commercial sense take a back seat for once or was it smart marketing? (CILO-3, 7.5 marks)

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