

PGDM (IB) (2017-19)
Marketing Management - I
IB-102

Trimester – I, End-Term Examination: September 2017

Time allowed: 2 hrs 30 min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

SECTION A

A1. Good Marketing is no accident but a result of careful planning and execution, it is said. Explain the statement with the help of the example of Godrej's chotuKool

A2. Recently tomato prices in the country went up to as much as Rs 100 per kg due to flooding and crop damage following heavy rains in the growing areas. This created an additional demand for alternatives like tomato puree and ketchup brands like Homemade and Kissan to the extent of 40-45 per cent in past few weeks. While these brands have always tried to promote tomato puree as a substitute to fresh tomatoes this spurt in demand established the acceptance of puree as a substitute by the consumers. However, the increased demand is likely to be short lived after tomato prices normalize.

As a consultant to a company marketing tomato puree suggest at least three ways by which the company can prolong and sustain the new found acceptance to their offering.

A3.A 'Product' is anything that can be offered in the market that satisfies a need. What needs do offerings like 'The Kingdom of Dreams' or the 'World of Wonders' satisfy and how?

A4. While Amul and Mother Dairy compete in marketing of milk – an undifferentiated generic product how do these brands use the 4 Ps of marketing to differentiate their 'offered' and 'delivered' products

A5. The role of marketing is to make selling superfluous. Explain

SECTION B

B1. How have portals like carwale.com and policybazaar.com delivered value to its customers through their offerings?

B2. Name some of your favorite TV Ads. Why do you like them? How effective, in your opinion is the message and creativity in these ads in achieving consumer preference and loyalty?

B3.Explain the Ansoff Matrix with the help of examples.

**SECTION C
CASE STUDY.**

Read the following case and answer the questions at the end. Each question carries 5 marks.

Samsung India launches first Internet of Things-enabled washer-dryer

Samsung India, the local arm of South Korea's Samsung Electronics Co Ltd, announced the launch of its first Internet of Things or IoT-enabled washer-dryer on Friday. The new product, called FlexWash, will be available at Samsung outlets and other major retailers from 15 August and will be priced at Rs1.45 lakh. The FlexWash comes with two drums—a 3.5kg top load and a 21kg drum at the bottom—to give consumers the flexibility to choose different wash cycles simultaneously. It also uses three concepts that Samsung has created called EcoBubble, Bubble Soak and Vibration Reduction Technology. While the first two make the machine more effective in creating foam for faster and more effective cleaning, the last one is aimed at making it noiseless.

Samsung's new machines can also be operated remotely using its Smart Control app since they are IoT enabled. The firm is ready to adopt IoT across its product portfolio, it said in a statement.

"This is an all-in-one washing machine which gives you three unique benefits — flexibility (two drums), performance benefits (EcoBubble, Bubble Wash, vibration reduction) and a smart connect (IoT)," Samsung India's director of consumer electronics, Rishi Suri, said in an interview on the sidelines of a press conference on Friday.

The firm's washing machine sales grew 30-35% in 2016 and 45-50% so far in 2017. "Off late we've seen that there is a good amount of buoyancy in the (consumer electronics) market and not just restricted to big cities or metros. We are finding that demand in the semi-urban as well as the rural areas is increasing tremendously due to income levels going up and other reforms coming in," he added.

C1. What, in your opinion is the target market for the FlexWash being targeted by the company. Will this be a niche market or do you expect a larger market for this product?

C2. Evaluate the 'benefits' the company feels it is offering from the point of view of customer value.

C3. Apply your knowledge of Indian markets in general and the washing machines market in particular to give your opinion as to whether the new offering of Samsung will be successful? Justify your answer.
