

PGDM (Insurance Business Management) 2022-24
Marketing Management
INS-105
Trimester – 1st, End-Term Examination, September, 2022

Time allowed: 120 minutes

Max Marks: 40

Roll No: _____

Note: Please be relevant and brief in your answers. Section B is compulsory.

Section-A

There are 4 questions in this section. Each question carries 05 marks. (Min. 150 words)

A-1. What are the five marketing concepts in vogue ? Explain selling concept in details.
(CO 1)

OR

A-1. Is STP & marketing mix enough to describe marketing strategy ? Take a brand of your choice & explain its marketing strategy in terms of STP & 4Ps . (CO 1)

A-2. How is industry & competition analysis important in formulating marketing strategy ? Explain with a real life example (CO 2)

OR

A-2. Explain with suitable examples the meaning of positioning & USP in marketing domain. What could be the best possible positioning & USP for a fully digital health insurance company ?. (CO 2)

A-3. Critically examine the concept of pay-as-you-go and pay-as-you-drive pricing offer in motor insurance business ? What are the practical issues attached to it ? (CO 3)

OR

A-3. Evaluate the benefits / risks associated with influencer / celebrity marketing. Do you support use of celebrity for insurance product ? Explain your stand. (CO 3)

A-4. Applying your understanding of characteristics of Indian rural market , identify 5 important touch points which can be utilized well for sale of insurance policies (CO 4)

OR

A-4. Application of digital technology has transformed insurance industry for good. Relate & explain with examples how has it touched all the 7Ps of service marketing. (CO 4)

Section B

Case Study

20 Marks

(CO 2)

Britannia ind. Is one of the india's leading food company with a 100 + years of legacy. It is among the most trusted brand and manufactures brands like Good Day , Tiger , Nutri Choice , Milk Bikis & Marie Gold. Which are house hold names in India

However the current economy scenario has its impact on the business performance & the company found itself in a situation of less growth in top line & shrinking of the profitability. Inflation i.e. reduction in the purchasing power of the consumer & the increase in the input costs were the main two reasons.

“Britannia Industry will continue to take up prices by 6-7% to cover commodity inflation” the company's managing director Varun Berry said at a post earnings analyst call on Thursday. The biscuit maker said a “substantial” portion of price increases will happen in the second quarter of the ongoing fiscal.

“There has been a drop as far as volumes are concerned. Our volumes are in single digits. Hopefully, this will start to rise. Company is taking steps through a mix of pricing and cost optimisation to revive profitability” Berry said.

Britannia reported a 13.37 per cent year-on-year (YoY) decline in consolidated net profit at Rs 337.44 crore for the June quarter, compared with Rs 389.55 crore in the year-ago quarter. Total revenue for the quarter increased 8.74 per cent year-on-year to Rs 3,700.96 crore.

“We have been delivering consistent top line growth in this challenging economic environment, reflecting our team's execution strength and go-to-market strategy evident in our consistent market-share gain over the past 36 quarters,” Berry said in the company's earnings release.

He said the company's rural footprint now reaches 27,000 rural preferred dealers.

Britannia said in its presentation that during the quarter, wheat flour prices moved up 20 per cent quarter-on-quarter, industrial fuel increased 15 per cent, and palm oil was up 5 per cent.

The biscuit and dairy maker said e-commerce is now its fastest-growing channel, having grown 8 times in the quarter on a smaller base. There was a serious thinking in senior management of promoting the e-commerce platform in a big way but they feared about the possibility of channel conflict.

Q 1: Based on the limited inputs given in case find the status of the company using PLC concept & BCG matrix model. (6)

Q 2: Do you agree with the approach of the company in pricing ? Should they not increase the price to cover the entire escalation of input costs ? (7)

Q 3 : What could be the issues if Britannia go far parallel e-commerce mode ? (7)

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