

PGDM (Insurance Business) 2015-17

Sales & Marketing Management

INS-104

Trimester – I, End-Term Examination, September, 2015

Time allowed: 2½ Hours

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.

Note: - Please be relevant and brief in your answers.

- Section C is compulsory.

- Do not write anything on this question paper except your roll no.

Section-A

Attempt any 3 questions. Each question carries 5 marks. (Min. words 150)

- A-1. Marketing shapes consumer needs and wants. Do you agree with this statement? Explain in brief.
- A-2. How might changes in technological environment affect marketing strategies? Explain with some suitable examples.
- A-3. In what way B2B marketing differs from B2C? Elaborate any four such parameters.
- A-4. What is Niche segment? Do you believe that globalization & use of internet have made this segment more accessible and profitable?
- A-5. What is direct marketing? Do you find any connect between "direct marketing" & "digital marketing" in Indian insurance industry

Section-B

Answer any 2 Questions Each Question carries 10 marks. (Min 250 words)

- B-1. Delivering value is basically a corporate-level concern. Do you agree? Then, how are we justified in clubbing the value philosophy with marketing?
- B-2. What are the consumer specific factors that influence consumer buying decision? Discuss them with suitable examples.
- B-3. In context of positioning, explain the meaning of differentiation, value proposition and USP with suitable examples. How the concept of perception mapping helps in the positioning of a product?

P.T.O.

Section-C

Case Study

15 Marks

Fanta, that fizzy orange drink currently celebrating its 75th anniversary, may be Coca-Cola's second largest brand outside the US, being consumed over 130 million times daily around the world, but in India, there are not many takers for the brand. The entire orange fizzy drinks category, which includes PepsiCo's Mirinda as well, is staring at its slowest growth ever in the country at a mere 5%, according to latest industry numbers, significantly trailing cola and lime-lemon segments.

Why? Because of its perception as a kids' drink and popularity of non-fizzy orange drinks such as Rasna and Tang. "Adult males don't touch orange fizzy drinks because they're non macho, and weight conscious women avoid them because they are too sweet," a top official at a leading beverage firm said. "Orange is overwhelmingly perceived as a kids' drink, but mothers avoid giving kids fizzy drinks since they have many non-fizzy orange options like Rasna or Tang," the person said. "All that leave.

Piruz Khambatta, chairman and managing director of Ahmedabad-based Rasna, said India is perhaps the only country where powder orange concentrate is growing faster than aerated orange, at close to 15% a year. "Rasna fills that space between offering kids the popular orange flavour, and yet giving mothers a non-fizzy alternative," he said. Even marketers are not pushing fizzy orange drinks. "It's not just about consumer preference. Orange is a neglected category by the companies too...they are focused on volume generating cola, lemon and mango," one of the industry expert said. Out of a total of about Rs 250 crore marketers spend on advertising fizzy drinks, the orange segment accounts for only 12%.

Beverage firms can't advertise to children below 12 years of age under their code of conduct, and since orange drinks are mainly for kids, focused advertising is limited. The orange drinks' advertising is mainly restricted to regional channels and print.

Fanta, in fact, has over 100 flavors worldwide and Australia even has Fanta Labs in shopping malls where consumers can mix flavors of their choice. But in India, flavors haven't worked. Variants like Fanta Apple and Mirinda's orange mango and masala are barely visible on shelves.

In contrast, the powder concentrate category — estimated at about Rs 500 crore — is doing well. Rasna dominates the market with 85% share, followed by Mondelez's Tang. Rasna's Khambatta said that by the price value equation, Rasna works out to Rs 1.5-2 per glass, while the cheapest price for a bottle of Fanta or Mirinda is Rs 8.

While Rasna is available in many flavors like mango and lime, Khambatta said orange alone is contributing more than half to volumes. He also said Rasna's latest campaign featuring actor Akshay Kumar is resonating well with consumers.

1. *List out the advantages in marketing mix which Rasna is having in this competitive space.*
2. *What would be your plan and strategy if you are appointed as product manager for Fanta in NCR with a task of increasing the market share?*