FIRST SEMESTER

END SEMESTER EXAMINATION   Nov/Dec-2019

FB102 MARKETING MANAGEMENT

Max. Marks: 60

Time: 3:00 Hours

Note : Attempt all questions.
Assume suitable missing data, if any.

Q1. Britannia is the country's leading food and confectionary company. Its flagship brand Good Day (launched 1986) covers almost 50% of all Indian households. Good Day is the country's second largest biscuit brand and has ambitions to become the largest selling brand of the Rs 35,000 crores biscuits category. The three biggest segments in biscuits are glucose, marie and cookies, and Good Day has a share of 70% in the premium cookie category. Good Day does not operate in the glucose and marie segements. Good day is already on top in urban India, while battling several strong brands from Mondelez (Oreo), ITC (Sunfeast), Parle (Platini) and the newest entrant Amul with its range of brands.

Portfolio of Good Day:

Classic Range: Good Day butter (150g Rs20)
Good Day cashew (200g Rs35)
Good Day nuts cookie (200g Rs 40)
Good Day Pista Badam (200g Rs40)
Recent Additions for a younger segment:
Good Day Choco chip (75g Rs 20)
Good Day Choco nuts (75g Rs 20)
Good Day Wonderfulls choco & nut (75g Rs30)
Good Day Wonderfulls Berries & nuts (75g Rs30)
Good Day Chunkies chocolate chip cookies (60g Rs30)

Contd...

Good Day intends to penetrate further into rural India, and you as the Brand Manager have been asked to develop a marketing strategy for this endeavour. Develop a Segmentation and Targeting Strategy in non-urban India for this brand and describe the characteristics of product, price and place and channel strategy. Discuss and evaluate possible alternatives while arriving at your decision on strategy. (25 marks)

Q2. Differentiate between the following with examples: (any 2*5=10)
  d) Quota Sampling and Stratified Random Sampling
  e) Complex Buying behaviour and Variety Seeking buying behaviour
  f) Micromarketing and mass marketing

Q3. Write short notes: (any 4 *5 =20 marks)
  f) Ansoff matrix for intensive growth
  g) Consumer Decision Making Process
  h) Maslow's Hierarchy and its use for Branding with examples
  i) Consumer Perception
  j) The buying Center in B2B markets

Q4. A customer buys three different products in a year of Rs 5000, Rs 1000 and Rs 10,000 in a given year. The company raises the price of each product by Rs 500 each year. The customer remains loyal to the company and continues to buy the product for the next 3 years. At the same time, due to increase in prices, the company aspires to better serve its customers and the cost-to-serve gradually increases by Rs 1000 each year. Cost to serve in the first year was Rs 5000. The company had spent Rs. 20,000 to first acquire this customer. Calculate the CLV of this customer if the discount rate is assumed to be 10%. Is this customer profitable? (5 marks)