**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**SECOND TRIMESTER (Batch 2020-22)**

**END TERM EXAMINATION, FEBRUARY-2021**

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| Course Name | **Marketing Management** | Course Code | **MKT 201** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**Instructions:**

1. **All questions are compulsory.**
2. **Apply the concepts studied in the class and answer accordingly.**
3. **All the students are required to write the answer in MS word only.**
4. **All the responses will be examined initially through plagiarism check software (Turnitin), So kindly refrain yourself from any unfair-means. If any duplicity is found in the answer sheet. You will be awarded ZERO marks in the end term examination.**

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1. Using the VALS Segmentation model, devise a segmentation strategy for a health club that has to be launched new in India. Prepare a marketing plan as how the company should position its product/service. **(5+5= 10 Marks)**

1. Five years after the website went live, Falguni Nayyar’s Nykaa will be seen expanding its presence in brick-and-mortar retail. Already at 11 stores, Nykaa intends to reach 30 physical stores across the country by 2020. “Today’s customer is a 100 per cent omni-channel customer. They want the convenience of being able to shop whichever way it is most convenient, whether that is on mobile or social media or at a store,” said Falguni Nayyar. The idea of opening brick and mortar stores came from the customers itself, she added. However, the footfall of customers in these stores in not picking up pace. You as a market research analyst prepare a road map for Nykaa for opening the stores across India. Your plan should clearly define the objective/ problem in hand as well a research design for the same. **(8 Marks)**
2. "People are asking me, when are you launching jeans of your company in the market. So, we have decided to launch garment products, including ethnic wear, catering to kids, men and women next year," said Baba Ramdev in the recent Goa fest 2018. Brain storming the board room, the management is confused about the positioning of the product. Your task as an external consultant is to help them solve this dilemma. Prepare a roadmap suggesting their marketing plan to be a Leader or Challenger or a Follower. **(7 Marks)**
3. Assume you have been hired into the marketing department of NIKE. You are having lunch with your colleagues in other departments- Finance, manufacturing and logistics. They are arguing that the company could save millions of Rupees if it would have got rid of Marketing department. Construct an argument that would persuade your colleagues that Marketing department has importance to the company. **(7 Marks)**
4. Illustrate using a company’s example on how consumer psychology and consumer characteristics can influence consumer’s decision-making process? **(8 Marks)**