**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FIRST TRIMESTER (Batch 2021-23)**

**END TERM RE-IMPROVEMENT EXAMINATION, FEB-2022**

|  |  |  |  |
| --- | --- | --- | --- |
| Course Name | **Marketing Management I** | Course Code | **MKT-X0101** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

**All questions are compulsory.**

1. **Question 1 to 4 carries 10 Marks each.**
2. **Apply the concepts studied in the class and answer accordingly.**

**Questions.1 (10 Marks)**

Consider a purchase decision of choosing a smart watch for yourself. Create a list of evaluative criterion that you would use to choose among the alternatives and make a decision. Can this purchase decision be classified as high involvement buying decision? Discuss

**Questions.2 (10 Marks)**

Nike's marketing strategy rested entirely upon a brand image, which is favorable and has evolved into a great multinational enterprise over time. The brand image has been kept afloat due to the strong associated with the Nike's logo which is quite distinctive and the slogan "Just do it" which has been used in advertisements for quite some time.

The targeting strategies include, among others the sponsorship of products by professional athletic team’s celebrity athletes and college athletic teams. Second strategy that Nike applies is the designing of product destination. It does this by associating success with the product. Finally, Nike targets the consumers who are likely to develop product intimacy; those who care more about the utility and quality of the product than the price.

Distribution strategies embraced by an organization can either give them an edge in market or make them lag behind the winners in the market. The more efficient the product distribution is the more sales and thus more profits.

Apart from Nike selling quality products, which have, lead to a high degree of customer loyalty, the promotional strategies that the company employs are simply superb.

Question (1) Explain the strategies to improve the distribution of Nike's products. (5)

(2) Explain promotional and communication strategies for Nike to further improve its reach in the market. (5)

**Questions.3 (10 Marks)**

a. Why is understanding consumer behavior so important for companies? Demonstrate all the steps followed by a consumer before purchasing the Car for personal use. (7)

b. Apply organizational buying behavior concept to complete the following buying grid model (3)

|  |  |
| --- | --- |
|  | **Buy Classes** |
| New | Modified | Straight  |
| Task | Rebuy | Rebuy |
| **Buy phases** | Problem Recognition |  |  |  |
| General need description |  |  |  |
| Product specification |  |  |  |
| Supplier Search |  |  |  |
| Proposal Solicitation |  |  |  |
| Supplier Selection |  |  |  |
| Order routine specification |  |  |  |
| Performance review |  |  |  |

**Questions.4 (10 Marks)**

ICICI bank is India is the largest private sector bank. They have launched India’s first multi social application, which enables peer-to-peer transfer of money/ recharges through social media platforms like WhatsApp, Facebook and Twitter. Many banks have enhanced their visibility on social media looking up to the opportunities it provides for customer acquisition, engagement and retention. Elaborate on the role of digital marketing for the Banking sector

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\****Best of luck***\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*