**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FIRST TRIMESTER (Batch 2022-24)**

**END TERM EXAMINATION, Nov-2022**

|  |  |  |  |
| --- | --- | --- | --- |
| Course Name | **Marketing Management I** | Course Code | **40101** |
| 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)**

A Japanese mobile hand set manufacturing company plans to enter Indian markets. The company has variety of handsets of various price ranges and features. It has desired your services as a marketing consultant. It needs your advice on which market segments it should target.

Questions: a) Recommend suitable bases of market segmentation of Indian markets for mobile handsets.

b) What promotional tools you would recommend to the Japanese company for Indian markets for its mobile handsets?

**Questions.2 (10 Marks)**

M/s SKYLINE Airlines a large scale diversified group, since 1980. Due to recent global economic challenges Company is facing problems with customer orientation. The firm is having declining sales & very few new customers. If u have been asked to do best in this situation as the Marketing manager for the company

Questions: a) Being a marketing manager what would you recommend company to increase customer s base. (4 Marks)

Question: b) Develop a plan for satisfying and retaining customers. (6 marks)

**Questions.3 (10 Marks)**

As a student you have individual experiences with your college or university. These may include managing the application process, enrolling, orientation, choosing a major, setting schedules, and many more. Conduct a SWOT analysis for your school from your perspective. Discuss how your SWOT analysis would provide strategic insight for future decisions at your college or university.

**Questions.4 (10 Marks)**

A multinational is planning to launch its brand of cosmetics in India. Recommend channels of distribution should it adopt to make an impact in the already crowded markets of cosmetics?

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