**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

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

**END TERM EXAMINATION, Nov-2022**

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| Course Name | **Marketing Management 1** | 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)**

Daisy Incorp. was a company carrying on business in cosmetics and perfumes. It was not following the marketing concept and was catering to a target market which was using its products. In other words, it only concentrated on what it would make, and did not bother about changes in preferences of its target market.

It was later joined by Mr. Neeraj, a marketing graduate who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the product. He emphasized upon the income factors, and social factors only. He modernized the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales.

The assistant manager and the product manager were not very happy with the changes, and thought that although an effort has been made in the right direction, some important factors concerning consumer behavior had been neglected.

Question (1). Do you agree with the assistant and product managers, and why? (3 Marks)

Question (2). What other factors, if any, could have been considered by Neeraj to enhance company performance? Elaborate in detail. (7Marks)

**Questions.2 (10 Marks)**

Smart wristwatches have been around for quite some time but recently there has been an introduction of spate of these wristwatches with its new USP tracking physical fitness. Below are some samples: GOO II an activity tracker with a subscription and app-based personalized guidance from a fitness coach on your daily workout schedule, diet plan that helps you chant a customized fitness regimen. One is required to log details of meals, water intake etc. The app routinely reminds you to eat at meal times, drink water at regular intervals and also exercise about time. GARMIN VIVOMOVE is a purely for fitness tracking .The sensors log your step count, monitors sleep, record your idle time, walking time, running time, calories burnt, sleep quality etc. Apple Watch Series 2 with built in GPS to record distance, pace, speed during outdoor workouts in activities such as walking, running or cycling. Breathe app reminds you to do a short breathing exercise. Along with these activities weather, news, camera, astrology, education and reference information are customized. Some experts believe that these fitness bands and fitness tracker smart watches are all creating expectations. These expectations would not be met by these magic wands and health and beauty related measurements would be mis-measured in different circumstances.

Question 1) Do you think these smart wristwatches offer real and useful product differentiation that can work effectively for some segment? (5 Marks)

Question 2) Being a marketing manager of a company manufacturing smart wristwatches how will you segment the market of smart wristwatches? (5 Marks)

**Questions.3 (10 Marks)**

Hitkari Potteries, a popular bone-china crockery brand till 2000 slowly lost ground to competitors like La Opala and Corelle. This happened because the firm failed to scan the general environment for signs of change i.e. the social change. The societal change underway was the change in the lifestyle of potential consumers. With more and more numbers of women joining the workforce, the ladies were facing shortage of time for their household chores. Therefore, to strike a balance between their professional, personal and family lives, these modern working women were looking for the crockery that was convenient to use, unbreakable, chip resistant and microwave safe. Hitkari failed to notice this social change in the general business environment and had to face stiff competition from companies likes La Opala and Corelle that introduced ceramic crockery that could meet the emergent needs of the consumers. The other environmental factors were also impacted the Hitkari Potteries due to change in global economic conditions and technological advancements.

Questions:

(a) Being a marketing manager of this firm evaluate, in what ways can Hitkari Potteries gain better understanding of its marketing environment? (3 Marks)

(b) Help Hitkari Potteries to assess the environmental factors which are impacting the firm (7 Marks)

**Questions.4 (10 Marks)**

Identify a product you use every day. Assume you are the marketer of the product and want to convey the ways your product differs from competing products in the marketplace. Create a differentiation strategy to promote your product and create a competitive advantage.

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