**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

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

**END TERM SPECIAL IMPROVEMENT EXAMINATION, JAN-2023**

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| 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)**

Why is understanding consumer behavior so important for companies? Demonstrate all the steps followed by a consumer before purchasing the refrigerator or laptop.

**Questions.2 (10 Marks)**

Think about your family, friends or relatives. Do they fit into Maruti’s segments? If not, how could Maruti Suzuki have segmented differently to capture them? If yes, what are the bases Maruti has used to segment the market?

**Questions.3 (10 Marks)**

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

**Questions.4 (10 Marks)**

A French company Allen Sunny Perfumes has introduced a perfume under the brand name RK, named after the charismatic celebrity Ranbir Kapoor. The perfume is available in two variants, RK Silver for men and RK Gold for Women. The perfumes are priced at Rs.5000for a 100ml pump spray bottle. The strategy may be to capture a large number of consumers who are oriented towards film celebrities. Being a marketing manager what other channels of promotion you will suggest to Allen Sunny.

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