|  |  |
| --- | --- |
| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management (Batch 2023-25) |
| **Course Title: Marketing Management-I, (Course Code: 40101)**  **End Term Examination, Term - I (Oct, 2023)** | |
| **Time Duration : 2 Hours Total Marks: 40** | |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question is indicated to its right.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*

Q1. You are the marketing manager for a leading smart TV manufacturer. Your company offers a range of smart TVs with various features and price points. How would you approach market segmentation to effectively target your diverse customer base? Develop a comprehensive marketing segmentation strategy for smart TV manufacturer. **(10 Marks)**

**Q2.** For many years McDonald’s enjoyed worldwide success build on a few well-known highly standard conditions. The company with the golden arches served a simple menu hamburger, French fries, and milk-shakes or soft drinks. The food was priced low, its quality was consistent, and it was served speedily from establishments that all looked alike and were extremely clean. In recent years, however, McDonalds has seen its growth rate slow down and its dominant market position slip. Why? The changes that have been occurring in the company’s external environment. Let’s start with the population scene. For many years McDonald’s main customer group was young couples with several kids. Today, people are marrying at a much later age and families have fewer children. So McDonald’s traditional customer bases are eroding. Then there are the cultural changes. Also consumers have become more health conscious. Let’s face It --- burgers, fries and shakes (foundation of McDonald’s success” are not exactly at the top of the dietician’s menu recommendations today. Consumers want convenience. In the past, they hopped in the care and drove to McDonald’s. Today they can pop something into the microwave oven or phone Domino’s to have a pizza delivered. Another challenge came as consumers became more concerned about their physical environment. McDonald’s polystyrene hamburger packaging was attacked by people who demand the use of recycled and/or biodegradable products. Paralleling all these challenges were the growing number and effectiveness of competitors.  **(10 Marks)**

a. Evaluate, the major environmental changes being faced by McDonald’s. **(7 Marks)**

b.   What should be the course of action to regain its dominant market position and to tackle competition? **(3 Marks)**

**Q 3.** Blue Dart Express Limited, the express air and integrated transportation & distribution logistics company, unveiled its newly revamped service, Bharat Dart, formerly known as Dart Plus. Blue Dart's decision to rebrand this service stems from a discovery and research process aimed at aligning itself to the evolving needs of its customers. Through initiatives like DAWN (Delivery Anywhere Now) and RISE (Revenue Increase from SMEs and Emerging Markets), Blue Dart has significantly expanded its serviceable locations, with a special focus on tier II and tier III cities in India. Of the initiative, Pablo Ciano, CEO - DHL eCommerce, says “As India approaches its centenary year in 2047, the focus on e-commerce and logistics has become paramount. Our DHL Group Strategy 2025 has identified e-commerce as a megatrend, and we are committed to our objective of ‘Connecting People, Improving Lives.' We firmly believe in the immense potential to spotlight the unique products and services offered by India's small businesses and MSMEs in tier II and tier III cities on a global stage, enabled by our seamless delivery solutions. This vision harmonizes seamlessly with the government's 'Make in India' initiative.” Balfour Manuel, Managing Director, Blue Dart, added, “During India's recent G20 Presidency, the need to harmonize growth, efficiency, and resilience as one large family was brought forth. The government's vision of 'One Earth, One Family, One Future,' which underscores unity and purpose, aligns seamlessly with Blue Dart's forward-thinking approach, cementing its position as a trailblazer in the logistics industry. This rebranding represents an exciting transformation for us as we continue to serve the length and breadth of the country. Bharat Dart is the first step in a new and exciting chapter for our company and our nation. We are dedicated to leveraging our expertise to elevate our capabilities and enhance the overall customer experience."

Question:

1.List and explain the promotional mix strategies that Blue Dart could employ to effectively communicate this rebranding to its target audience.  **(10 Marks)**

**Q4**. Imagine you are a marketing manager for a popular clothing brand that sells both online and through physical retail stores. You have noticed a shift in consumer buying behavior in recent years, with a growing preference for online shopping. How would you analyze and understand the factors influencing consumer buying behavior in the apparel industry, especially the shift towards online shopping? **(10 Marks)**