**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FIRST TRIMESTER (Batch 2019-21)**

**END TERM EXAMINATION, SEPTEMBER-2019**

|  |  |  |  |
| --- | --- | --- | --- |
| Course Name | **Fundamentals of Marketing** | Course Code | **MKT-101** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**Questions.1**: The concept of value is crucial, critical and intriguing for business? The failure of Barbie dolls in Japan, challenges faced by Kellogg’s Corn Flakes in India are indicative of the difficulties in deciding a winning value proposition? Comment making use of basic concept of value proposition and suggest some cautions points to be followed by the marketer which deciphering value? Support your claim with relevant examples as well. (**8 Marks)**

**Questions.2 “**Products should be good for people and planet as well” Critically evaluate the essence of comment and discuss how it may affect the way businesses operate? Also suggest some measure through which marketers can build-in and promote sustainability in their business? (**8 Marks)**

**Questions.3** : India is a land of diversity, a land of rich cultural heritage marked with different culture, religions and beliefs.

कोस कोस पर बदले पानी, चार कोस पर वाणी

The above line in short beautifully captures the essence of diversity. India rich cultural heritage and religious belief is also reflected in its festivities as well. Year around one or the other part of the country or one or the other community of the country celebrates their festivals. Some festivals are limited to one geography or religion while some others are celebrated across the country. Table below summarizes some festivals of India:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| S.No | Festival | When | Why Celebrated | Scope of Celebration |
|  |  |  |  |  |
| 1 | Diwali | Oct-Nov | Lord Rama returned to Ayodhya after 14 years of exile. On this very day Lord Vishnu recued Goddess Laxmi from prison of King Bali | All over the country |
| 2 | Holi | March | Lord Vishnu saving his follower Prahalad | All over country |
| 3 | Dussehra | October | Victory of Lord Rama over Ravana. Culmination of Navratris Goddess Durga defeated and killed mahishasur on this day only. |  |
| 4 | Eid-ul-Fitr | 9th month of Islamic  Calendar (June in 2019) | Holy Book of Quran was revealed to prophet Muhammad by Allah. Festival is an expression of honor to the Prophet | All over country by Muslims |
| 5 | Gurupurab | November | Birth Anniversary of Guru Nanak Dev | By Sikh Community especially Punjab |
| 6 | Christmas | December | Birth of Jesus Christ | Christians especially South |
| 7 | Pongal | Jan-Feb | Harvest Festival of South India | South India |
| 8 | Onam | Aug-Sept | Harvest Festival of South India | South India |
| 9 | Bihu | Jan | Bihu would be an agricultural festival primarily celebrated by peasants where the produce will be shared by deities and human beings. | North East (Assam) |
| 10 | Ganesh Chaturthi | Aug-September | Ganesha’s Birth | Maharashtra |

Using the information provided in the table, assess and suggest how the marketers can make maximum use of it. Kindly support your claims with suitable examples as well.

1. Which type of firms/sectors should carefully keep a track of these festivals in order to take maximum leverage of the same? Suggest how these organizations make an effort to leverage the rich cultural diversity of country **(12 Marks)**
2. Comment whether the above factors fall in micro or macro environment bucket and enlist other prominent variables of the same bucket as well with brief description of the same? **(12 Marks)**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_