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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management |
| **Course Title: Marketing Management 1, (Course Code: 40101)**  **End-Term Examination, Term - I (October, 2024)** | |
| **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. *Answers should be brief and to the point.*
4. *Do not write on the question paper except your roll number.*

***Background:***

Organic Delights Inc., a multinational organic food brand based in Europe, is preparing to launch its products in the Indian market. The company specializes in a variety of organic offerings, including healthy snacks, refreshing beverages, and convenient meal kits designed for health-conscious consumers. Recognizing the growing demand for organic products in India, particularly among urban populations, the brand aims to establish a strong market presence.

**Market Context:**

The organic food market in India has been experiencing rapid growth, with a projected CAGR of 25% from 2021 to 2026. Factors contributing to this trend include increasing health awareness, rising disposable incomes, and a growing segment of consumers who prioritize sustainability and organic farming practices. Furthermore, the COVID-19 pandemic has heightened consumer focus on health and wellness, creating a prime opportunity for Organic Delights Inc.

**Consumer Insights:**

The target audience consists of young professionals and families living in urban areas, typically aged 25-40. This group shows a strong interest in health and nutrition, often seeking out products that support a balanced lifestyle. Many are active on social media, where they follow wellness trends and influencers who advocate for organic living. They value transparency regarding sourcing and production processes and are willing to pay a premium for products that align with their values.

**Data Points for Consideration:**

**Market Size:** The organic food market in India was valued at approximately INR 5,000 crores in 2020 and is expected to reach INR 12,000 crores by 2025.

**Consumer Behavior:** 70% of urban consumers are willing to pay a premium for organic products, and 60% actively seek out organic certifications.

**Distribution Channels:** E-commerce is growing rapidly, with 40% of organic food sales occurring online. Traditional retail channels, including health food stores and supermarkets, remain significant.

**Questions:**

1. Examine suitable bases of market segmentation for the Indian organic food market.

**(10 Marks)**

1. List and explain promotional strategies that Organic Delights Inc. should implement to effectively reach its target segments in India. **(10 Marks)**

**Question:2**

You are a marketing consultant for a company that sells eco-friendly household cleaning products. To enhance your product offerings and marketing strategies, you need to analyze the consumer buying behavior process.

***Question:***

Q1. Analyze the steps in the consumer buying behavior process that a typical customer follows when purchasing eco-friendly cleaning products. **(10 Marks)**

**Question:3**

You are a marketing manager for a new organic snack brand, "Nature's Crunch," preparing to enter the Indian market. The brand specializes in a range of organic snacks, including nut mixes, energy bars, and fruit chips, all made from sustainably sourced ingredients. Recognizing the growing health consciousness among Indian consumers, particularly in urban areas, your goal is to establish a strong presence in this competitive landscape. To ensure effective market penetration, it's crucial to choose the right distribution channels. Urban consumers are increasingly turning to healthier snack options, and understanding how to effectively reach them is key. The Indian market is diverse, with varying shopping habits and preferences depending on the region. As you strategize, consider the implications of distribution channel choices on your brand’s visibility, cost structure, and ability to meet consumer demand.

***Question:***

Analyze the potential distribution channels that Nature's Crunch could utilize in India. Discuss the advantages and disadvantages of each channel concerning reach, cost, and consumer accessibility. **(10 Marks)**