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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management |
| **Course Title: Marketing Management - I, (Course Code: 40101)**  **Improvement Examination, Term - I (November 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. *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.*

Ramesh’s Smartphone

Ramesh was happy with his old Samsung smartphone (three years old) and was planning to use it for another two more years. However, technology was fast changing and his mobile service provider had upgraded the network to 5G – a feature not available on his phone. It was at the same time that he shifted to his newly purchased apartment, where wired broadband was yet to come. This greatly inconvenience his fifteen-year-old daughter, who was preparing for her boards. She was finding it difficult to connect to the online tuition classes in the evening using Ramesh’s old phone and wired broadband was not available in the area currently. Ramesh’s colleague and good friend Suresh recommended him to buy a 5G phone as wireless 5G internet was as fast as wired broadband, and would easily solve his daughter’s online study issues. As it was Diwali season, his office had gifted him Rs. 3000/- Amazon voucher. As he sat on to browse for a suitable purchase online, he found that Amazon had an exchange offer for old phones that promised an unimaginable 4000 rupees for his old smartphone!

He did a comparative study of 5G phone options from Samsung (all his earlier smartphones were from Samsung, and he was very satisfied with their products) and decided to go for M53-5G that cost around 22000 rupees. As soon as he announced his decision, his wife came up with an alternative. She pointed that all the smartphones in the 20-25k price category had very similar features and the only differentiator was the camera. She opined that OPPO F21 was a far better option to Samsung as it had all technical features of Samsung plus a superior camera. She felt that camera was very important as the family hardly had stored any memories together and a good camera would help fame their memories. His friend Suresh, whom he considered a phone expert, also consented and gave a go ahead. Finally, for Diwali, he bought an OPPO F21, from Amazon for 22000 rupees, settling 15000 through an interest free EMI on his credit card and adjusting the rest against the gift voucher and the exchange offer. It has been 3 months since his smartphone purchase, and the new phone is a hit with his wife and daughter and he has accepted living with it and do not see any great technical or performance issues with the phone. However, he sincerely misses his Samsung and often turns the phone in his hand to check for the logo!

(All questions are based on the above case)

**SECTION – A** (All questions carry 10 marks each)

1. Analyze Ramesh’s smartphone buying decision process as presented in the case (briefly describe each step and factors affecting them)
2. Illustrate the different buying decision roles from the case and briefly explain/ justify the roles (identify all the person’s involved in each role and why you feel so)
3. Analyze the different external environmental factors that can affect the smartphone industry with a clear explanation for their impact (provide 5 distinct points without repeats. For example, only one point should be under each sub-heading like economic environment)

**SECTION – B** (Both questions carry 5 marks each)

1. How smartphones can be segmented (any three types of segmentation)
2. How smartphones can be differentiated and positioned (any three methods of differentiation and their corresponding positioning)