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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)**  **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. *Answers should be brief and to the point.*
4. *Do not write on the question paper except your roll number.*

**Q1. Background:**

FreshBrew Inc., a multinational coffee brand based in Europe, is preparing to launch its products in the Indian market. The company specializes in a variety of coffee offerings, including premium blends, single-origin beans, and ready-to-drink coffee beverages designed for coffee enthusiasts. Recognizing the growing demand for high-quality coffee in India, particularly among urban populations, the brand aims to establish a strong market presence.

**Market Context:**

The coffee market in India has been experiencing rapid growth, with a projected CAGR of 15% from 2021 to 2026. Factors contributing to this trend include increasing coffee consumption, rising disposable incomes, and a growing segment of consumers who prioritize specialty and artisanal products. Additionally, the COVID-19 pandemic has shifted consumer preferences towards at-home coffee brewing, creating a prime opportunity for Fresh Brew Inc.

**Consumer Insights:**

The target audience consists of young professionals and millennials living in urban areas, typically aged 25-40. This group has a strong interest in quality and flavor, often seeking out unique coffee experiences. Many are active on social media, where they follow coffee trends, influencers, and brands that emphasize sustainability and ethical sourcing. They value transparency regarding sourcing practices and are willing to pay a premium for quality products.

**Data Points for Consideration:**

**Market Size:** The coffee market in India was valued at approximately INR 8,000 crores in 2020 and is expected to reach INR 15,000 crores by 2025.

**Consumer Behavior:** 65% of urban consumers are willing to pay more for premium coffee products, and 50% actively seek out brands with sustainability certifications.

**Distribution Channels:** E-commerce is growing rapidly, with 30% of coffee sales occurring online. Traditional retail channels, including cafes, supermarkets, and specialty stores, remain significant.

**Questions:**

1. Examine suitable bases of market segmentation for the Indian coffee market.

**(10 Marks)**

1. List and explain promotional strategies that FreshBrew Inc. should implement to effectively reach its target segments in India. **(10 Marks)**
2. Analyze the consumer buying behavior process for coffee products among the target audience. Discuss the steps involved and the key factors influencing their decisions at each stage. **(10 Marks)**

Q2. You are the marketing manager for a new line of eco-friendly cleaning products being launched in the Indian market. To create an effective marketing strategy, you need to analyze how the marketing mix (4Ps: Product, Price, Place, Promotion) can be tailored to meet the needs of this specific market.

*Question:*

Analyze the marketing mix strategy for the eco-friendly cleaning products. Evaluate how each element (Product, Price, Place, Promotion) can be adapted to effectively address the preferences and behaviors of environmentally conscious consumers in India. **(10 Marks)**