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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)**  **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. *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.*

**Anil’s New Home**

Anil, a young IT professional in his early 30s, was planning to purchase a two-bedroom flat in Jaypee Greens, Noida. With a very young child (currently one-year-old) frequent shifting (he had to change his house 3 times in the last 4 years) was becoming painful as the child support system (like doctor & nanny) will have to be rebuilt with every shifting. His online and newspaper search returned many options. He also took a site visit to many of these upcoming/completed townships. He had multiple choices to select from which included Jaypee, Gaur, DLF, Shobha… They all differed based their features, type of house/ dwelling, community, facilities, township size, and above all price.

He chose Jaypee due to its proximity to his place of work and it was ready to move-in. Though costlier than most options, it had a large and self-reliant township with a nearby hospital (run by the Jaypee group), schools, super markets, and other amenities. It was also fitting well with his budget of 50 lakh rupees, which he felt he could afford currently (he was not very favorable towards availing a housing loan). After the initial visit to the property with his wife, he took his parents and in-laws and everybody liked it. However, his mother-in-law, while interacting with the facility staff discovered that the three-bedroom flat next door was also for sale at a price of 70 lakhs. The new option (three-bed room flat) was very spacious, had a better view and was more visually appealing. After talking to her husband she recommended Anil to buy the three-bedroom property and they also agreed to finance the remaining 20 lakhs. Anil’s wife also insisted on the same, as her parents could be more comfortable in a larger house while frequently visiting her to help her with the child’s upbringing. He was not very favorable to taking money from his in-laws and wanted to object to the proposal, but was insisted by others (parents and wife) to change his plans. He finally went and settled for the three-bedroom property.

He moved into his new home four months and has been happy with the choice of the brand, location, and product (three-bedroom). His wife also was very happy at the new place making many new friends. His parents and in-laws visit him more as they are more comfortable at the new place that is significantly more spacious than his earlier two-bedroom rented apartment. Anil even was able to convince his colleague to buy a home in the same facility.

(All questions are based on the above case)

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

1. Analyze Anil’s home 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 them (identify all the person’s involved in each role)
3. Analyze the different external environmental factors that can affect the residential real estate 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 residential real estate can be segmented (any three types of segmentation)
2. How residential real estate can be differentiated and positioned (any three methods of differentiation and their corresponding positioning)