

Jagan Institute of Management Studies
End-Term Examination, September-October, 2017
Trimester I – PGDM 2017-19

Marketing Management I
ET_PG_MM-I_2909

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q7 which is compulsory.

- Q 1** Consider a purchase decision of choosing a Management college for doing an MBA program. Create a list of evaluative criterion that you would use to choose among the alternatives and make a decision. Can this purchase decision be classified as high involvement buying decision? Discuss. **13**
- Q 2** Coco Cola India is coming up with a programme to reduce sugar content across all products, including in colas, betting big on juices, and entering ethnic carbonated drinks, as part of its strategy to offer a larger range of products to the Indian customers. The company plans to conduct extensive marketing research before making any changes in its existing products. What kind of research design should Coco Cola formulate in conducting this research and what are going to be the research objectives of the study? What kind of data collection techniques can be used to get reliable results for the particular study? Elaborate. **13**
- Q 3** Yum Brands operate three different restaurant brands KFC, Pizza Hut and Taco Bell in Indian market. In today's fast food market there are other dominant players like Dominoes operating in Indian market. What kind of segmentation is the company presently adopting for the three brands? Do you feel it is drastically different from each other? Support your answer with suitable justification. **13**
- Q 4** Indian customers are very price sensitive and buy products which offer value for money. They don't prefer to buy eco-friendly/ Green products as they are quite expensive and not widely promoted. How can green products create a market for themselves in India? Suggest a suitable marketing mix strategy for this category of products by taking a particular eco-friendly product in consideration in Indian context. **13**

- Q 5** As a member of a management consulting group, you have been retained by a business-to-business office equipment manufacturer. The company's product line consists of the five strategic business units (SBUs) shown below. Use BCG portfolio analysis to determine each SBU's relative market share and whether the company as a whole is healthy. Describe the nature of the BCG Market Growth / Market Share matrix to top management and make recommendations as to future strategies.

Strategic Business Unit (SBU)	Dollar Sales (in millions)	Number of competitors	Dollar Sales of the top3 (in millions)	Market growth rate
A	0.5	8	0.7,0.7,0.5	15%
B	1.6	22	1.6,1.6,1.0	18%
C	1.8	14	1.8,1.2,1.0	7%
D	3.2	5	3.2, 0.8, 0.7	4%
E	0.5	10	2.5,1.8,1.7	4%

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- Q 6** Compaq Computer Corporation made a name for itself in the early 1980s by becoming the first computer company to manufacture and market IBM "Clones." Observers point to Compaq's ability to bring out products quickly and to work with other industry giants, such as Intel, as keys to its success. How would you expect Compaq to organize its operations if it chose to be guided by the Production Concept, the Selling Concept and the Marketing Concept?

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- Q 7** [Read the case and answer the questions given at the end.](#) Textile maker Arvind Lifestyle Brands Ltd, which sells foreign labels like Tommy Hilfiger, Nautica, GAP and Aeropostale, is developing kidswear as a separate business vertical in a bid to double its business over the next five years, a top company executive said. In the process, the company is planning to open exclusive kidswear outlets which will sell apparel, footwear and accessories from Arvind's in-house brands, starting with Bengaluru and Delhi. Currently, the company retails kidswear products through standalone brand stores. Kidswear is the fastest growing category and they want to dominate this space. According to Alok Dubey, chief executive officer, lifestyle brands, they are developing and reorganizing the vertical with all their brands that have kids' offerings. He added that the multi-brand kidswear format will be led by three power brands—US Polo Association, The Children's Place and Flying Machine. They want to double the business to ₹ 400-500 crore from these top three brands over

the next five years.

With the new offering, Arvind will cater to infants (0-1 years), toddlers (1-3 years) and children (4-14 years). “Through The Children’s Place, they will serve girls’ and infants market, while Flying Machine will cater to young boys. These three brands will lead the stores. Other brands like Nautica and GAP will also be available in the store.

Over the last two years, kidswear industry has seen a lot of brands venturing into the segment. In 2016, Pantaloons, a part of Aditya Birla Fashion Retail Ltd, had ventured into children’s wear and launched Pantaloons Kids. Earlier this year, women’s ethnic wear brand Biba Apparels Ltd also opened standalone stores that exclusively sell children’s apparel. Mahindra Retail, in January 2016, had added children’s clothing, gifts and accessories range of US-based Carter’s Inc. to its chain of BabyOye stores across the country.

So far, kidswear market has remained largely untapped due to the dominance of unorganized and local players in the apparel sector. The increasing penetration of internet and influence of western style have led to a rise in demand for branded and designer apparel. The advent and rapid rise of digital age has also led to kids becoming increasingly aware of brands and being conscious of their looks and style.

With brands increasingly looking at kidswear, the industry is expected to touch ₹ 1,600 billion by 2021, growing at a compound annual growth rate (CAGR) of 12% between 2016-21. The kidswear markets in India was estimated at ₹ 900-950 billion in 2016, up from ₹ 790 billion in 2015, according to data from Deloitte India.

Questions:

- a) Develop segmentation profile for Kidswear brand of Arvind Lifestyle.
- b) What kind of targeting and positioning strategy should be adopted by Arvind Lifestyle to gain a distinctive image in the minds of customer?
- c) Explain the consumer interpersonal determinants which influence the purchase of kidswear product category in India?

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