

Jagan Institute of Management Studies
End-Term Examination, December 2017 – January 2018
Trimester V – PGDM/PGDM (IB) 2016-18

Contemporary Practices in Marketing
ET_PG_IB_CPM_0301

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 which is compulsory.

Q 1 In the era of raining shopping sites; Pepperfry entered as a legend in its category. Pepperfry operates on a “Managed Marketplace” model, which is an ideal platform for small and medium business artisans and merchants, who wish to sell their merchandize to millions of discerning customers. Currently, the website has over a 1000 plus merchant partners, who can showcase their design skills, craftsmanship and service orientation to customers across India and the world. For many merchants, it has become the primary source of their income. Other than its online presence, it has a deep impact through offline marketing. Pepperfry launched its first concept store Studio Pepperfry in Mumbai on December 18, 2014. The company launched another Studio in Bengaluru in May 2015. The brand has plans to open 20 such offline stores in top cities like Delhi-NCR, Bengaluru, and Chennai. The company has tied-up with HomeStop to launch the first Shop-in-Shop concept store in the category called “Pepperfry Live” at their Ahmedabad, Chennai and Mumbai outlets with similar store openings at various other HomeStop outlets. It also has pop-up stores at Mumbai, Delhi and Bengaluru airports. Discuss the strategy used by the brand in detail. What are the pros and cons of pursuing this strategy? Do you think it is a sustainable strategy? **14**

Q 2 Sample this: Indian travel market is projected to reach \$48 billion by 2020 while air travel will reach \$30 billion in next three years. Hotels and railways will be at \$13 billion and \$5 billion respectively. By 2020 one in three hotel rooms will be booked online according to a recent Google India BCG Report. India’s travel and tourism sector is poised to grow 8-10X over the next decade and India is projected to remain amongst the fastest growing travel markets in the world. In such a scenario, how can an online travel firm use this information to design their marketing strategies? Discuss the significance of data for decision making and strategy formulation. Emphasise on the role of data analytics for the same. **14**

- Q 3** The whole idea of launching a chota coke, a chota toothpaste, Hero Honda's Dawn model of motorcycle and working around low price points. The distribution strategy of reaching larger villages, mandis, towns, semi-urban centres, haats and melas along with the promotion strategy including television, cinema, radio, print media, hoardings and promotion in melas and haats. Comment on the marketing mix of the rural markets with most brands moving to the rural segment. **14**
- Q 4** By the rate world's online population is growing, brands can no more ignore the sheer size of digital presence and work merely on assumptions or limited/outdated research. The modern consumer is now a social consumer. The social consumers want to buy at their own convenience and they make sure that they compare the deals and read online reviews and recommendations before they finally purchase. The biggest challenge is to attend to multiple complaints and queries across the web as it happens, forget about resolving them. This gap is difficult to fill as the general practice is to have customer service executives/social media community managers attend to queries, respond and resolve.
If there is a gap between company output and customer expectations, the customer is bound to make a shift to another brand. How CRM can fill this gap between customer expectations and brand's delivery. **14**
- Q 5** Brands from varied sectors have been mobilizing resources for a cause they believe needs to be changed. One brand took up the cause of our farmers, and successfully drove India's biggest digital crowd-funding campaign to collect funds for the betterment of our farmers' lives. Another leveraged the popularity of a Bollywood star to generate funds for the midday meals of our school children. An NGO roped in an acid attack victim for its petition campaign against the sale of acid. A tech giant demonstrated the many ways in which the innovative use of technology can improve the lives of many people. Elaborate the concept and discuss the relevance, need and impact of such campaigns on the society. **14**
- Q 6** The practice in which a rival company attempts to associate its product with an event that already has official sponsors is which type of marketing? What forms does Ambush marketing typically take? Discuss campaigns which have leveraged on the technique. **14**

- Q 7 a)** Eco- labelling offers environmentally less harmful label program. It is an environmental claim that appears on the packaging of product. Government of India started this in 1991 with the aim of increasing awareness about environmentally safe products. In the light of Green marketing discuss the role of eco-labelling.
- b)** Marketers many - a time make exaggerated false claims about the product and use green marketing to their advantage. The practice popularly called green washing. Discuss the damage such practices can do to the consumers' minds and brands' image with the help of suitable examples.

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