

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester V – PGDM/PGDM (RM) 2015-17

Contemporary Practices in Marketing
ET_PG/RM_CPM_2412

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions. All questions carry equal marks.

Q 1 The Indian retail industry is one of the fastest growing in the world. Retail industry in India is expected to grow to US\$ 1.3 trillion by 2020, registering a Compound Annual Growth Rate (CAGR) of 16.7 per cent over 2015-20. IKEA, the Swedish furniture company, with over 375 stores in over 47 countries, still has the home and its people close to its heart. The world's largest furniture retailer, plans to invest Rs. 10,500 crore (US\$ 1.56 billion) to set up 25 stores across India and hire over 15,000 permanent employees and 37,500 temporary employees to assist in running its stores. In the wake of present retail scenario, how do you think IKEA will be able to make a mark in the Indian set-up which has established players like Home Centre, Home town etc. **14**

Q 2 Customer Relations Management (CRM) is a business, marketing and communications maxim currently revolutionizing the company - customer relationship. It is a concept for managing customer relationships across the different points of customer contact. It is a business philosophy that is successfully implemented by installing and utilizing CRM technology and by developing and executing a customer relationship strategy. Telecom industry is fraught with price cuts and promotions. The brands are driving the consumers crazy with unlimited lucrative offers just to form an association. What is the role CRM can play in such a situation where customer churn in the industry has become a pain for all. **14**

Q 3 Beyond the obvious sales and lead generation applications, marketing analytics can offer profound insights into customer preferences and trends. Despite these compelling benefits, a majority of organizations fail to ever realize the promises of marketing analytics. How do you think an organization can develop on product design, customer trends, service-support and forecasting with the help of data-analytics? **14**

- Q 4** Viral marketing campaigns are often spread via e-mail or social media. The campaign can reach a large number of individuals in a relatively small amount of time, and marketers seek to harness this very powerful effect. Discuss the latest viral marketing campaigns and the reasons for their success. What are the pitfalls of a viral campaign? **14**
- Q 5** Citing data from eMart Solutions, eMarketer says that 71% of digital marketers in India now view mobile marketing as being “core” to their business. Also by 2019, the report concludes, “advertisers in India will be spending much more on mobile placements—\$1.32 billion. That will account for a majority of all digital ad spending (60.9%), and 15.5% of total media advertising in India. Mobile marketing has given brands an edge even in the otherwise inaccessible markets. Discuss the importance of mobile marketing. How can this be integrated in the marketing communication of a brand. **14**
- Q 6** The Fast Moving Consumer Goods (FMCG) sector in rural and semi-urban India is estimated to cross US\$ 100 billion by 2025 and rural sales accounts for 40 per cent of the overall FMCG market in India, in revenue terms. Amongst the leading retailers, Dabur generates over 40-45 per cent of its domestic revenue from rural sales. HUL rural revenue accounts for 45 per cent of its overall sales while other companies earn 30 - 35 per cent of their revenues from rural areas, according to IBEF report 2016. Patanjali Company is deepening its rural reach considering the huge potential that the rural market offers. What are the various challenges company faces to make a successful foray into the rural markets? Also discuss the marketing mix strategy elements that it need to alter in order to move ahead than the present competitors present in rural market. **14**
- Q 7** Today’s entrepreneurs are not social activists with big hearts who hate capitalism, but are well trained managers and company builders with a passion for a cause. Discuss three different social marketing campaigns started by different entrepreneurs in rural areas and how do companies benefit from practicing the philosophy of social marketing. **14**
