

Jagan Institute of Management Studies
End-Term Examination, December 2017 – January 2018
Trimester II – PGDM (RM) 2017-19

Marketing Management II
ET_RM_MM-II_2712

Time: 3 Hrs.

M. Marks: 70

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

Q 1 Zomato initially named as Foodiebay was started in 2008 by Mr. Deepinder Goyal. A restaurant searching platform providing in-depth details with autonomous reviews and ratings was changed to Zomato in November 2010. To differentiate themselves from their competitors, Zomato concentrated on adding approx. 18,000 new places to eat from. Along with they also decorated many special features, such as pointed to particular dishes or opening times. Number of listed restaurants: in 2008 it was 4000 restaurants which increase to 94000 in 2013 and currently 384,100 in Q1 of 2015. Monthly visitors of Zomato increase to 35 million in 2014 which was 11 million in 2013 and 0.015 million in 2008. Integrating other tools in their marketing strategy has given them wonderful hike in their business. Discuss how Zomato has benefitted from the integrated marketing communications. Elaborate on the role of Sales promotion in the IMC. **14**

Q 2 The Wadia Enterprise, Britannia Industries Limited is an India Food company founded in 1892 and is manufacturing & selling biscuits, Rusk, cake, bread, and dairy products. It is among the most trusted brands in India manufacturing daily food brands such as Good Day, Milk Bikis and Marie Gold, Tiger, and Nutri Choice. These brands have become a household name in not only urban but rural markets also. Its dairy business contributes approximately 6 % of the total revenue and it reaches to 100000+ outlets while its bread vertical is largest in the organized bread market with an annual turnover of over 1 lakh tons (in volume) and Rs.450 crores. Although the company has sub-brands in its product portfolio recently it has entered into premium bakery & Dairy products segment in order of being competitive in the market and have a bouquet of products for all segments of the society. Some of their products in the segment delivering delightful innovative products to customers are Good day Wonderfulls, Britannia Treat with Choco & Vanilla flavor. In light of the product line decisions, discuss the Brand's strategy. Also, suggest suitable extensions for the brand in the near future. **14**

- Q 3** Personal selling has been used for centuries in promoting businesses and is still employed effectively today. There are undeniable advantages of personal communication over passive advertising and promotions. For small local businesses to large-scale enterprises that require long-term client relationships, this can be the best marketing strategy as this can build effective consumer interaction. There are many effective personal selling examples that can be used by businesses. There are also personal selling examples that focus on target consumers such as insurance and realty brokers. This may require prospecting and making first contact which will lead to personal meetings and eventually closing of sales. In today's marketing approach, the traditional way might sometimes be the most effective strategy. With suitable illustrations discuss the brands which have flourished with the technique of personal selling. **14**
- Q 4** The biggest upgrade of Domino's Pizza has arrived with the clear focus on the product itself "pizza". The company took rounds of consumer feedback and then came with new crusts, liberal toppings, imported sauce and visibly pleasing packaging. The brand has started late night pizza delivery in a few cities which was again prodded by the customers. The brand also launched a special menu for small towns along with more simplified menu. The brand leveraged technology to focus more on digital, beefed up the mobile app by adding new features such as GPS- based store locator. It has also shut down the unprofitable stores, focusing more on higher sales from the existing ones. In the wake of these steps, what should the competitor brands do stay relevant to the customer? **14**
- Q 5** Between rapid technological change and global competition, it's becoming harder and harder for anyone selling a product or service to maintain a competitive edge-especially when that product is more or less the same as everyone else's. Call it an inevitability of the marketing universe that once the product reaches a particular stage in PLC, the strategies of product mix need deep deliberation. What would be the marketing mix suggested for
- i) Fast track watches.
 - ii) Nokia mobile phones.
 - iii) Amul butter.
- 14**
- Q 6** Online retailing has gained much popularity with the Indian customer with all its lucrative offerings. The most interesting of them all is brands like Urban ladder, Pepperfry which have directly countered the established brick and mortar players. Discuss the possibilities online retailing can offer to these brands. **14**
- Q 7** What are various channels of distribution? What are the conflicts that can arise in a channel and how can these be overcome? **14**
