

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

Contemporary Issues in Marketing
ET_RM_CIM_3012

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. What are the factors that have contributed to the rise of the retail in India? In the wake of present retail scenario explain the challenges that a Global Retailer faces in India. **14**
- Q 2** Customer Relations Management (CRM) often requires building a customer database and applying analytics to detect trends, segments and individual needs. How can an organized retailer like Shoppers Stop apply analytics and increase customer lifetime value. Also discuss how can acquisition and retention cost be calculated to have a better understanding of cost benefit analysis in retail environment? **14**
- Q 3** Distribution is the backbone of a company. Rural distribution has posed a big challenge to marketers because of infrastructural constraints. ITC has taken the initiative to reach rural consumers through e Choupal model for backward and forward linkages for its agro related business by direct procurement of agro produce and selling at chaoupal Sagar (Hyper market in villages). Do you think it is feasible for other marketers to replicate this model? Discuss other distribution models which have been followed by other companies in order to capture a large share of rural market. **14**
- Q 4** Brands like Haldiram, Bikano and Bikanerwala has dominated the Indian food market with large market share for some years. But now brands like Burger King, KFC and Integrators like Food Panda are using digital platforms to sell. How do you think these brands can use digital marketing in order to stay competitive in the present market? **14**

- Q 5** 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 in Indian context. **14**
- Q 6** India's largest PVC pipes and fittings manufacturer Finolex Industries Ltd is extending excellent support to the rural villages of Maharashtra through their social campaign. They realized that villagers in the area spent hours travelling to nearby water sources instead of being at work which was causing a decline in their household income and even taking a toll on their health. Company started various projects of water harvesting and supply of clean drinking water for villagers. How do companies benefit from practicing the philosophy of social marketing? What is the significance of spending a large amount of money on social campaigns? Elaborate. **14**
- Q 7** What is Ambush Marketing? Discuss the ethical perspectives related to ambush marketing and possible strategies and responses that a corporate sponsor might consider. Discuss some of the ambush attacks done by marketers in the past years. **14**
