



MBA DEGREE EXAMINATIONS: JUNE 2015

(Regulation 2014)

Second Semester

MASTER OF BUSINESS ADMINISTRATION

MBA623: Marketing Management

Time: Three Hours

Maximum Marks: 100

Case Study:-

PART A (1 x 20 = 20 Marks)

1. Market Segmentation for Brooke Bond Lipton Ice Cream.

Segmentation in the ice cream market can be done in a number of ways. While developing strategies for its portfolio of products, an ice cream company such as Brooke Bond Lipton India Ltd. can adopt one or more suitable segmentation processes to be followed up with effective targeting and positioning. The company has developed market segmentation strategy as discussed in the following paragraphs. The company assumes that market can be segmented on the basis of income, age, occasion of consumption and on the basis of outlets in which they will be sold in the market.

The market can be assumed to take the shape of a pyramid with the various segments occupying the different layers. Base up on the pyramid (denoting the market) can be segmented into Base, Medium, Premium and Super Premium categories. The surface area of the layer is supposed to be an indication of the strength of that segment (in terms of number of households).

Kwality Wall's array of choices can be categorized according to the income segments they wish to address. As an example: Base – Mini milk, Ice Candies, etc. Medium – Chocobar, etc. Premium – Feast, Cornetto, etc. Super-premium – Magnum. Considering that consumers belonging to different age groups have different preferences (children – basic flavors; young adults – cones, etc.; adults – ethnic flavors), it is essential to segment the market in terms of age as well. The existing portfolio of Brooke Bond India Lipton's ice cream division can be geared to meet the preferences of different target segments in this manner: Adults – Dairy Classic range, Pot Kulfi, etc. Young Adults- Cornetto, Split, etc. Teenagers – Chocobar, Top 10, Feast, Cassatta, etc. Children – Mini Milk, Solo, Hattrik, Paddle Pop, etc.

Considering that ice creams are consumed for myriad reasons, it would be vital to segment the ice cream market by occasion of consumption, and categorize the product offerings on the same lines

as well. Refreshment – Water ices, Sparkle, tec. Snacks – Chocobar, Feast, Cornetto, etc. Dessert – Dairy Classic range, Cassatta, etc. Various outlets for end consumption of ice creams in India are Parlors, Hotels, Restaurants and Retailers. Further, retailers could either induce on the premises consumption or take home consumption. For all these different end consumption points, the company can tailor its product portfolio. Parlors – Dairy Classic Range, Parlor Offerings such as Sundaes, etc. Hotels and Restaurants – Dairy, Classic Range, etc. Take-Home – Pot Kulfi, Dairy Classic Range, etc. On the Premise of Consumption (Retailers, Push-Carts) – Entire Range.

Questions

1. Is the segmentation method followed in this case is proper? Give your justification. [K₅]
2. What kind of additional segmentation method can be followed? [K₁]
3. Compare the segments and prioritize the segments? [K₄]

Answer all the Questions:-

PART B (10 x 2 = 20 Marks)

2. Define Marketing. [K₁]
3. Differentiate Marketing and selling. [K₄]
4. What is differentiated and undifferentiated Marketing? [K₁]
5. What is Point -of-Difference (POD) and Points-of-Parity (POP)? [K₁]
6. Define Marketing Research. [K₁]
7. Define Consumer Behaviour. [K₁]
8. What is CRM? [K₁]
9. Define Product. [K₁]
10. Define Advertising. [K₁]
11. What do you mean by Direct Marketing? [K₁]

PART C (4 x 15 = 60 Marks)

12. a) Several competing philosophies such as the Selling concept, Production concept and Product concept exist. How are these different from one another? How are these different from the marketing concept? [K₁]

(OR)

- b) Discuss some prominent changes in various Psychographic segments and Behavioural segmentation that have affected businesses globally [K₆]

13. a) Give in detail the various marketing strategies followed by companies at different stages of the Product Life Cycle (PLC)? Illustrate with examples. [K₂]

(OR)

b) How can Companies attract and retain the right customers and cultivate strong customer relationships? [K₁]

14. a) How can a company build and manage its product mix and product lines? Illustrate it with suitable examples. [K₃]

(OR)

b) How should a company adapt prices to meet varying circumstances and opportunities? [K₆]

15. a) Explain the various Promotion mix in detail with suitable examples. [K₂]

(OR)

b) Explain the key challenges and opportunities in E-commerce and M-Commerce. [K₂]
