



MBA DEGREE EXAMINATIONS: NOV / DEC 2024

(Regulation 2024)

First Semester

MASTER OF BUSINESS ADMINISTRATION

24BAT509: Marketing Management

COURSE OUTCOMES

- CO1** Demonstrate a conceptual knowledge in the functional areas of marketing management and its application on business ventures
- CO2** Explain how marketing creates value for the consumer and managing customer relationships
- CO3** Design marketing plans using appropriate STP and Marketing Mix elements
- CO4** Display skills to identify and resolve issues related to marketing management quantitatively

Time: Three Hours

Maximum Marks: 100

PART A (Case Study) (1Q x 20 Marks = 20 Marks) Compulsory

1. It sparkles, but not like the real diamond !

CO3 [K₅]

With rise in lab grown diamonds, Titan & De Beers have machines to spot natural stones

[Source: Suresh P. Iyengar, The Business Line, dated 3rd Dec 2024, Mumbai]

All that sparkles is not necessarily a diamond. There is a growing trend of mixing lab grown diamonds with natural stones in jewellery, worrying consumers. The price difference between natural and lab grown diamonds (LGD) has led many unorganised players to mix them.

Ajoy Chawla, CEO (Jewellery Division), Titan Company, told *Business Line* that consumers cannot tell the difference between natural and LGD, particularly when they are mounted on a piece of jewellery.

Test for Real

He said some consumers realise that they have bought jewellery with mixed LGD only when they try to sell or exchange it. To combat this, Tanishq plans to install 100 diamond testing machines at its leading outlets to instil confidence among consumers when they buy jewellery, said Chawla. India's diamond market has grown rapidly, surpassing China's to become the second-largest diamond-consuming country. India accounts for 11-15 per cent of global consumption.

To boost buyers' confidence, De Beers, one of the largest natural diamond brands, recently launched a machine SynthDetect XL PL that can test both mounted jewellery and loose stones for synthetic and natural diamonds. Amit Pratihari, Managing Director, De Beers India, said that the diamond jewellery market is estimated to grow to \$22 billion in the next eight years from about \$8.5 billion currently.

Terminology Issue

The Gem and Jewellery Export Promotion Council, the apex body for the trade, has urged the industry to desist from using terms such as real, genuine, natural and precious for LGD. The term "cultured" can be used for lab-grown diamonds and must be immediately followed by terms such as laboratory-created or laboratory-grown, it said.

Council chairman Vipul Shah said the government should adopt the terminology used

in the US for identifying LGD and natural diamonds.

“The US Federal Trade Commission’s definition reflects technological advancements and ensures clarity in diamond marketing, applying the same standards to both mined and lab-grown diamonds,” he added.

- i. Evaluate PESTEL for the diamond Jewellers like Titan and De Beers in the context of addressing the challenges posed by lab-grown diamonds and recommend market growth strategies using the Ansoff Matrix. (10 Marks)
- ii. Design segment, target and positioning framework for Titan’s Tanishq and De Beers to build consumer confidence, capture a larger market share in the diamond jewellery industry. (10 Marks)

ANNEXURE 1

India, Europe’s EFTA Free Trade Pact to Triple Gem & Jewellery Exports: GJEPC

The Trade and Economic Partnership Agreement (TEPA) between India and European Free Trade Association (EFTA) has opened immense opportunities for Indian gem and jewellery (G&J) sector to enhance its exports to the untapped EFTA countries especially to Switzerland. Vipul Shah, Chairman, GJEPC said, “I extend my gratitude to the Government of India, particularly to Shri Piyush Goyal, Hon’ble Minister of Commerce & Industry, for incorporating GJEPC’s recommendations in the India-EFTA Trade and Economic Partnership Agreement (TEPA). The \$100 bn bilateral trade pact has opened up immense opportunities for Indian gem and jewellery manufacturers to broaden their export prospects in the EFTA region.

ANNEXURE II

PART B (5Q x 4 Marks = 20 Marks) Answer any 5 Questions only

2. Compare and Contrast Holistic marketing, Societal marketing. CO1 [K₂]
3. Make use of any two important modes of IMC to promote a new model of CT scan machine for the authorized channel partner in Cochin. The Taiwan based leading medical equipment manufacturer have authorized channel partners throughout India, to reach out to hospitals and physicians. CO3 [K₃]
4. Examine the role of BCG Matrix in corporate strategic planning. CO2 [K₄]
5. Construct a customer segment for a nutrient rich breakfast cereal sold through digital platform. CO2 [K₃]

6. Examine 4 P's & 4 C's of Marketing Mix. CO1 [K₄]
7. Grandma Naturals is a tea manufacturer located in Kotagiri, Nilgiris District. It makes Brahmi herbal tea, Chamomile herbal Tea, Rosemary herbal Tea and Mixed herbal tea. Around 30 people work in this manufacturing plant. Their clientele includes five-star and seven-star hotels and IT firms. They had around 75 customers in the database as on 31 December 2023 as against 44 clients at the beginning of the same year. Due to various marketing campaigns throughout the year, they gained around 30 new customers in the year 2023. Examine the Customer Retention Rate for Grandma Naturals. CO4 [K₄]

Part – C (4Qx15 Marks = 60 marks) Answer Any 4 Questions only

8. Analyse the extended Marketing mix with the example from entertainment industry CO1 [K₄]
- 9 Interpret different pricing strategies in the context of various product life cycle stages with examples CO1 [K₂]
10. Explain buyer behavior decision making process with examples. CO2 [K₅]
11. Explain the market logistics activities and marketing decisions taken by the intermediaries in supply chain management. CO2 [K₅]
12. i. Develop a full factorial design to perform a conjoint analysis to choose the best attribute combination preferred by consumers. (5 Marks) CO4 [K₆]

Brand	Storage	Price(\$)
Samsun g	64GB	700
Apple	128GB	800
Google		750

- ii. Choose the most impactful part worth utility based successful model for the consumer market. (5 Marks)

	Coefficients
Intercept	5.83
Apple	1.66
Samsung	3.16
128 GB	1.11
Price 700	-2.16
Price 800	-4.5

- iii. Assume that the average sales for a Titan retail firm at Ganapathy, Coimbatore is INR 50000, and the average customer shops with them 0.5 times per year for twenty years. It has a profit margin of 25 %. Estimate the CLV of the retail firm. (5 Marks)
