



**MBA DEGREE EXAMINATIONS: NOV / DEC 2024**

(Regulation 2022)

First Semester

**MASTER OF BUSINESS ADMINISTRATION -PROJECT MANAGEMENT**

P22MPF1904: Marketing for Managers

**COURSE OUTCOMES**

- CO1 Demonstrate a conceptual knowledge in the functional areas of marketing management and its application 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 Apply 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)**

**Both questions 1.a and 1.b are compulsory**

1. a Based on the information provided in the table below, Estimate the size of Indian Chocolates Market using CO4 [K<sub>6</sub>]
- a) Top-down estimation method
  - b) Bottom-up estimation method applying geographic segments
  - c) Bottom-up estimation method applying Product based segments
  - d) Available Industry report
  - e) Overall market size aggregating that of all the above methods.

Market	Size
Indian Chocolates Market as per Industry Research Report	Rs. 23,400 Crores
Total Indian Population	130 crores of people
Per capita consumption of Chocolates	200 grams
Average price per gram of chocolates	Rs. 0.85
Dark Chocolates Consumption in India	Rs. 2,400 Crores
Milk Chocolates Consumption in India	Rs. 14, 000 Crores
Other Chocolates Consumption in India	Rs. 7,000 Crores
Chocolate's consumption in North India	Rs. 13,000 Crores
Chocolate's consumption in South India	Rs. 10,400 Crores

- b Based on the information provided in the table below

1. Assess the relative market share of Yippee, Wai Wai, and Knorr based on the details provided in the table:
2. Assess the Market share of Maggi Noodles.

Brand Name	Sales revenue in crores
Maggi	4850
Yippee	2376
Wai Wai	0936
Knorr	0270

\*Market Size of Instant Noodles in India is 9000 crores

**PART B (5Q x 4 Marks = 20 Marks)**

**Answer all questions**

**Answer should not exceed 8 lines**

2. Outline the role of BCG Matrix in corporate strategic planning. CO1 [K<sub>2</sub>]
3. What is Customer perceived value CO2 [K<sub>2</sub>]
4. Outline characteristics of the buyer groups identified in VALS framework. CO1 [K<sub>2</sub>]
5. Explain the differences between Share of Mind, Share of Heart and Share of Wallet. CO2 [K<sub>2</sub>]
6. Name the factors to be considered while setting the advertisement budget. CO1 [K<sub>2</sub>]

**Part – C (4Qx15 Marks = 60 marks)**

**Answer should not exceed more than 2 pages**

7. Nippon Paint recently launched its innovative Weatherbound 8 exterior paint in Bengaluru, with the event featuring Royal Challengers Bangalore IPL players Cameron Greene, Rajat Patidar, Lockie Ferguson, and Mahipal Lomror. Weatherbound 8 is designed with Quartz Technology to withstand extreme weather conditions, offering twice the durability of standard paints, a rich sheen, improved adherence, and resistance to algae and dirt. Mark Titus, VP of Marketing at Nippon Paint India (Decorative), highlighted the product's advancements in exterior paint technology, aligning its resilience with the spirit of the RCB team.  
Analyze the growth strategy Nippon Paint employed for Weatherbound 8 using the Product-Market Expansion Grid, and suggest ways Nippon Paint can explore additional growth opportunities CO3 [K<sub>2</sub>]
8. BMW India aims to increase its electric vehicle (EV) share from 7% to 15% by next year, driven by a strong product line-up, growing sales, and expanding charging infrastructure. The company has delivered over 2,500 EVs and holds a 50% share in the luxury EV market. To support EV growth, BMW advocates for a green tax structure, proposing a differentiated tax system based on emissions to incentivize consumers to choose electric vehicles. The government's focus on expanding EV infrastructure is evident with plans for 250 destination chargers by the end of the year, aiming to alleviate range anxiety for EV owners. BMW is also investing in home charging solutions and dealer network stations. Additionally, the company plans to upgrade 56 dealerships by 2026, with a Rs 365 crore investment to enhance customer experience CO3 [K<sub>2</sub>]

Discuss the marketing environmental factors that govern BMW India's approach to increasing its electric vehicle market share

9. Discuss the advantages & disadvantages of multichannel model of distribution with suitable example CO1 [K<sub>6</sub>]
10. Yugam is a confluence of technical, sports and cultural events organized by Kumaraguru Institutions. The event started in 2013 has proved to be the birthplace of enthusiasm, where 15000+ energetic and inquisitive artists, sport stars and tech wizards from 150+ colleges participate in workshops to enhance their learning, competitions to put their skills to test and sports to prove their caliber. The direct audience at Yugam are diverse, and for this academic year it is scheduled between 7th and 9th of February 2025. 50,000 young student participants across PAN India are set to be the target for this year. Develop a suitable Promotion plan to achieve the given target. CO3 [K<sub>6</sub>]

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