

Total No. of Questions: 4]

SEAT No. :

P1900

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T.Y.B.B.A.

**A 606 : CASES IN MARKETING  
(CBCS) (2019 Pattern) (Semester-VI)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) a) Why Case study is important in any field?

[5]

OR

b) What are the features of a Case Study?

Q2) Case No.1

[15]

Seven 'P' of service marketing in Bharti Airtel Ltd.

In the 2000's, telecommunications (telecom) company Bharti Airtel Limited (BAL) was the market leader in the Indian telecom market. It had established itself as the leader in the market by differentiating itself with its focus on building a strong brand through innovation in sales, marketing, and customer service and an innovative cost effective business model. Analysts also credited BAL with negotiating the regulatory hurdles in this emerging market and competition very effectively. This enabled it to become profitable despite the Indian telecom market having the lowest tariffs in the world.

Some analysts opined that BAL's unique business model had become the benchmark for emerging markets. Mobile telephony in India was experiencing the fastest growth in the world and India was one of the leading market in terms of mobile subscriber base. Despite Average Revenue per User (ARPU) figures in the country being quite low compared to many other markets, it was viewed as an attractive as mobile penetration of the market, particularly in the huge rural areas in India, was still low. With the developing market in the west reaching high levels of saturation (70% in US and 30% in some European markets), many global telecom operators were looking at emerging markets for their growth and this made India a prime target for these firms. The market in India was also expected to witness many changes with the introduction of new technologies and mobile number portability.

P.T.O.

Since 2007, BAL had been facing serious threats to its leadership position. On the one hand, there was the onslaught of from global players such as Vodafone and Virgin Mobile, and on the other, the threat from established companies such as Reliance Communication Ltd., Tata Teleservices Ltd., and the state owned Bharat Sanchar Nigam Ltd (BSNL). Moreover, the market was expected to witness the entry of some more Indian and foreign companies. BAL had responded to investing heavily in expanding its network, technology, and marketing. It was trying to cover all segments of the population from the tech-savvy youth population who coveted the latest value added services (VAS) to the Bottom of the Pyramid (BOP) segment who would be satisfied with a low-cost offering.

In early 2008, BAL which dominated the Indian telecom market and was the world's tenth largest telecom company, was also readying itself to replicate its success story in some other emerging markets.

**Questions:**

- a) Give overview of Bharti Airtel Ltd. Based on your knowledge
- b) Which of the P's can be used to target the audience by Bharti Airtel Ltd.

**Q3) Case No.2**

[15]

**Adidas: A Sport Brand**

Adidas the global brand is a sports clothing manufacturer from Germany which was registered in 1949. They have a large range for both men and women including shoes, hats, leisure and casual wear and an assortment of accessories. Adidas has millions of customers that go through the consumer's decision making process on a daily basis and because of the way that it has positioned itself in the market: consumers regularly decide to buy Adidas products. Since it was established in Germany in 1949, by Adolf Dassler, Adidas has been synonymous with the sporting industry. Today, Adidas is a global public company and is one of the largest sports brand in the world. It is a household brand name with its stripes logo recognized in markets across the world. The company's product portfolio is vast, ranging from state-of-the-art sports footwear and clothing to accessories such as bags, watches, and eyewear and other sports related goods and equipment. Employing over 46,000 people worldwide, the Adidas group consist of around 170 subsidiaries including

Reebok, Taylor made Adidas golf, Rockport and CCM hockey. The group's headquarters are in Herzogenaurach, Germany. In the second quarter of 2013 the group's revenue was €3.383 billion. Adidas brand positioning is clear and distinct. Adidas has a genuine and far reaching respect for sport and this is manifested in the company's devotion to making the best possible performance products for athletes. The brand mission is quite simply to become the leading sports brand in the world. It aims to do this by becoming the best performing brand in all sporting goods categories. To achieve this, the brand continues to produce the highest quality performance products possible at marketplace prices. Furthermore, products will continue to be designed and developed to enhance the performance of all who participate in sport, irrespective of their age, gender or ability.

**Questions:**

- a) How consumer decision making process is done in buying Adidas a branded sport product.
- b) Why most of the customer purchase Adidas brand in sports?

**Q4) Case No.3**

[15]

Colgate: Need To Know Indian Consumer in Toothpaste Industry. Toothpaste industry has grown immensely in the Indian scenario. There is a lot of competition in the industry mainly between two major players Colgate and HLL. The companies are coming up with new schemes as well as products to lure the customers. The usage of toothpaste has grown because of the lifestyle and the way the individuals are living i.e. more awareness about health. Colgate is going ahead with almost 60% of the market share in the industry. The title of the project was "study on consumer buying behavior in the toothpaste industry".

The questionnaire methodology was adopted and the consumers and the sales officer in companies were contacted in order to have their view on toothpaste. The area of the study was restricted to Gurgaon 100 respondents were contacted. The sales managers in two companies were contacted and their views known in terms of how they were going in the toothpaste segment. It was found that many firms are in the toothpaste segment. So it is a highly competitive segment. It was found that focus as well as cost leadership was being followed by the firms when they were going in the toothpaste segment.



The firms are more and more focusing on the promotion and they are spending a lot of money on this front. Customers are also becoming demanding now-a-days and it is seen that many attributes are important for the success of a particular brand. The firms are going in for new launches. It is found that the discounts are important factor. Another important factor is brand image or brand name. The project provided an opportunity to know about a competitive segment and how consumers behave in that segment. It also provided an insight into the toothpaste industry and the attitude and perception of the consumer in that segment.

**Questions:**

- a) How it is important that marketer should know Indian Consumer?
- b) What type of effort should be taken by a marketer to increase the toothpaste brand image in customer?
- c) What type of methodology is applied to understand buying behavior of customer in toothpaste industry and what was its impact to the toothpaste segment?