

Total No. of Questions : 4]

SEAT No. :

**PB-1455**

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**[6225]-610**

**T.Y. B.B.A.**

**A606 : CASES IN MARKETING  
(2019 Pattern) (CBCS) (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) Write Short Notes (in 150 words) : (Attempt any one) [5]**

- a) What is Case Study? Explain its importance.
- b) What is Case Study? Explain different guidelines for analysing case study.

**Q2) Case No. 1 [15]**

Santosh and Vijay are two enterprising youths. They have passed out from IIM, Bangalore. They thought instead of doing a job. They will launch fresh vegetables in Indian market. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Santosh and Vijay fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Santosh and Vijay. Another big player M/s Ashtavinayak Mushrooms equipped with cold storage facility was more interested in the export market. Santosh and Vijay has set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions :

- a) How will your advice santosh and Vijay as how to increase the consumer awareness about this new food?
- b) What would be your suggestions for distribution channel for Mushrooms.
- c) What would be the marketing mix for Indian market.

**P.T.O.**

**Q3) Case No. 2**

**[15]**

Fisher - Price was one of the subsidiaries of Mattel, the world's largest toy making company. Fisher-price had introduced play labs where the research team observed the manner in which kids played with the toys. Such child research centre was the first of its kind in the toy industry. The company decided to introduce kidtronics range which it could have launched five years ago but preferred to wait for the cost to come down to make it durable.

It had a historic record of producing durable toys which provided it with a competitive edge in the industry. It dealt in toys for three segments - infant (0-12 months), toddler (12-36 months) and preschool kids (3-5 years). The company faced challenge due to high cost, huge investments required in product design and development and other external factors like knock offs, competition etc.

It was expected that the market for the electronics toys for kids will be growing at the rate of 15% per annum. The sales were expected to reach U.S. \$ 146 billion by 2019. Its kidtronics products range was in accordance with the trend in the toy market. It differentiated itself by promoting an entire product range instead of pushing single item in the toy market. It promoted high tech toys as an aid for the educational tools for a child's development.

Questions :

- a) Analyse the potential of electronic toys for kids as consumer.
- b) Discuss marketing strategies followed by Fisher-price to maintain no. 1 position.
- c) Design a research methodology of conducting research for Fisher - Price.

**Q4) Case No. 3**

**[15]**

In 1997, BIL whose business seemed to be doing well, instead of concentrating on it. Virtually charted a new course by seeking to reinvest itself. It built a new corporate identity and adopted a colourful and identifiable logo with a new base line 'Eat Healthy, Think better', from being a manufacturer of baked products, BIL kicked off a diversification exercise to become a comprehensive foods and beverages company making cheese and other dairy products, in addition to its bakery products.

Others felt that BIL's makeover decision may have been influenced by the threat of potential competition. They also felt that with the organised biscuit market in India being commoditised and the major chunk being controlled by the unbranded segment, reliance on biscuits alone could be detrimental to its long-term interests.

However, some analysts were of the opinion that the diversification of BIL into relatively new areas was risky, and that it should have concentrated on its core competence, the biscuit business.

As a first step in its makeover plan. BIL hired a Paris based design studio to craft a new logo and corporate slogan. Its work involved understanding the perceived and potential value of the brand where everything from colours and symbols to the typeface, was evaluated. The work also involved looking at the potential of the market and seeing where BIL could venture in future. Research showed that the brand 'Britannia' was synonymous with trust and quality and the wide portfolio of products was seen as a source of strength. But, BIL was aiming at faster growth, by expanding its business within the bakery segment and in select synergistic areas.

Consumer research conducted with these specific objectives in mind, brought to the fore two key issues. (1) Although the brand had tremendous strength associated with it, it needed to communicate modernity strongly. (2) It needed to assure the customers that apart from being a trusted and a familiar brand, it was also a contemporary one, and changed with the times.

The fact that the existing brand was too closely associated with the bakery business, could have been a hindrance to BIL diversification efforts. Therefore Britannia needed a more dynamic expression so there was a need to restage the logo, with the twin objectives of communicating modernity and dynamism.

While developing the new logo and brand statement, the existing red and white, shield like unit was retained with a modern rendition. The new corporate identity had three colours red (symbolising energy and vitality), green (nutrition and freshness) and white (purity) which collectively represented what consumers looked for in foods and beverage. Research had shown that the brand statement, Eat Healthy, Think Better, captured the essence of the Indian concept of the unity of body and mind.

At the low end price-point was the 'Tiger' brand, a calcium enriched glucose biscuit launched in 1997, which acted as the umbrella brand for the mass market, leaving Parle's Parle-G to rule the mass market, with the mass segment accounting for half of the unorganised market, it seemed strategically important for BIL to make inroads into the same.

Therefore, as a part of its new plan to attack the mass market, BIL launched the 'Tiger' brand and positioned it as a 'health force biscuit' as consumer research showed that good health was the overwhelming consideration when choosing snack for their children. Analysts felt that since Glucose had become a generic brand, BIL by establishing a new brand was clearly differentiating its Glucose biscuits from others.

Questions :

- a) What potential challenges BIL had to face?
- b) What steps BIL took as its makeover plan?
- c) As per the consumer research what were the two key issues?
- d) What ideas were behind designing a new logo?
- e) What strategy BIL adopted to attack the mass market?

