

Total No. of Questions : 4]

SEAT No. :

PD1433

[Total No. of Pages : 3

[6440]-810

T.Y. B.B.A.

606 A : CASES IN MARKETING MANAGEMENT

(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) Write short notes: (In 150 words) (attempt any one.) **[5]**

a) Define case study. Why case studies are important?

OR

b) Explain different guidelines for analysing case studies?

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

Toothpaste Industry has grown immensely in the Indian scenario. There is a lot of competition in the Industry mainly between two major players colgate & HLL. The companies are coming 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 manat share in the industry. The title of the project was study on consumer buying behaviour in the toothpaste Industry.

The questionnaire methodology was adopted and the consumers & the sales officer in companies were contacted in order to have their new on toothpaste. The area of the study was restricted to Gurgaon 100 respondents were contacted. The sales managers in two companies were conducted and their views were 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 become 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 on opportunity to know about a competitive segment and how consumers behave in that segment. It also provided on insight into the toothpaste industry and the attitude and perception of the consumer in that segment.

P.T.O.

Questions:

- a) How is it 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 behaviour of customer in toothpaste industry & what was its impact to the toothpaste segment?

Q3) Case No.2

[15]

Santosh and Vijay are two enterprising youths. They have passed out from IIT Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian market. Having learnt of the future in conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetations. 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 everyday. Now mushroom industry is run by small entrepreneurs like Santosh & Vijay. Another big player M/S Ashtavinayak mushroom's equipped with cold storage facility was more interested in the export market. Santosh & 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 & is a perishable food.

Questions:

- a) How will you advice Santosh & 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.

Q4) Case No. 3

[15]

Fisher-price was one of the subsidiaries of matter 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 kid tronics 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 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 highcost huge investment require in product design & 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 2015. Its kid tronics products range was in accordance with the trend in the toy market. It differentiated it self by promoting on 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 consumers.
- b) Discuss marketing strategies followed by Fisher Price to maintain no.1 position.
- c) Design a research methodology for conducting research for Fisher Price.

