

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM / PGDM (M) / PGDM (SM)**  
**FIRST TRIMESTER (Batch 2021-23)**  
**END TERM EXAMINATIONS, OCTOBER 2021**

**SET - 1**

Course Name	<b>Marketing Management-1</b>	Course Code	<b>MKT 101</b>
Max. Time	<b>2 hours</b>	Max. Marks	<b>40 MM</b>

**INSTRUCTIONS: All Questions are compulsory**

Q1: From being one of the leading salon chains in India with over 80 salons across six cities - Mumbai, Ahmedabad, Pune, Surat, Vadodara and Bengaluru- Enrich has transformed into a beauty destination with a leading beauty image; large format, experiential stores with a separate section allocated for beauty services, and a robust beauty ecommerce presence with a wide range of makeup, skin, hair, personal care, fragrance and men's grooming brands. Enrich, a home-grown beauty services brand has recently launched India's first all-inclusive beauty destination in October, 2021, at the upmarket Haiko Mall in Powai, Mumbai. The 2,500+ square feet large-format store provides immersive shopping experience. The store debuts with over 50 brands and a catalog of more than 5,000 products that includes luxury brands like Givenchy, Burberry, Elizabeth Arden, Roberto Cavalli, Paco Rabanne, Carolina Herrera, Davidoff, Calvin Klein, Dermologica, Born Ethical, KAMA Ayurveda, Human+Kind, Olaplex, etc. It also houses Gen Z's favorites makeup brands like NYX Professional Makeup, Maybelline New York, etc. along with the new-age brands like mCaffeine, Mamaearth, etc. Amongst its many firsts, the Enrich beauty destination offers an innovative lipstick bar where you can mix and match to create your desired signature shade in trendy tones. Personalized skincare consultations from beauty advisors, the beauty bar also offers mini-makeovers and makeup tutorials.

The booming Indian cosmetics market is stormed by home-grown brands that promise to pamper Indian skin with the goodness of local, natural and organic products. A growing movement away from chemical to natural and, by association, safer ingredients has seen these companies tap into the country's centuries-old repertoire of ayurvedic and other organic remedies for their formulations. Long before the government sounded the 'vocal for local' call for Indian businesses in 2020, the country's beauty and cosmetics industry had begun witnessing a surge in home-grown brands. The last few years have seen a shift in the consumer base, thanks to changing lifestyles, increasing awareness and incomes, and accessibility. Beyond just the usual requirements of nail polish, lipstick and kajal, there is demand for skincare products to treat specific problems and target areas, ranging from lip care to dark circles around eyes, post-natal stretch marks, hygiene washes and more. The buyers for these new-age Indian labels are mostly young, urban dwellers, who are financially independent. Under the impact of the so-called beauty influencers — millennials who have a large following on social media and can influence the purchase of cosmetic products across the nation.

(<https://www.franchiseindia.com/content/enrich-to-open-indias-first-all-inclusive-beauty-destination-in-mumbai.14705/> accessed on 14.10.21)

- a) Illustrate the concepts of Need and Demand that 'Enrich' customers demonstrate, differentiating each of these concepts. From the five marketing management orientations/ philosophies choose which one best describes Enrich and justify your choice. (4+2=6 marks)
- b) Identify and select which of the factors in the marketing macro-environment would impact the performance of Enrich, among its target audience. (4 marks)

Q2: CavinKare has announced its entry into the direct-to-consumer (D2C) space. The company has launched its first digital native brand, Buds and Berries. Mr. Venkatesh Vijayaraghavan, CEO & Director- FMCG at CavinKare said, "In our digital-first and digital-only business unit strategy, the launch of Buds and Berries is really exciting for us, as it provides an opportunity for a company like ours to serve consumers directly and remain relevant into the future. In addition to engaging and building Buds and Berries, we are also laser focused on getting insights out of the journey of Buds and Berries to launch more digital native brands across key categories of operations like personal care, professional care, foods, snacks, beverages & dairy to build a robust direct-to-consumer portfolio." Adding to this, "With an innovative formulation, Buds and Berries brand is the result of more than 10 months of development, leveraging a combination of CavinKare's R&D, insights and resources to meet consumers' evolving needs and preferences."

(<https://brandequity.economicstimes.indiatimes.com/news/marketing/with-buds-and-berries-cavinkare-enters-into-d2c-space/86756867/> accessed on 14.10.21)

- a) Analyze and suggest an appropriate pricing strategy for the newly launched brands. (5 Marks)
- b) Identify the major value addition activities expected from channel members and select the most appropriate channel alternatives available to the company with justifications. (5 Marks)

Q3: *Read the following Case and answer the questions at the end:*

Titan Company brought about a paradigm shift in the Indian watch market when it introduced its futuristic quartz technology, complemented by international styling. Titan Company is the fifth largest integrated own brand watch manufacturer in the world. In addition to 'Titan' the watch brand, Titan Company has also built 'Tanishq' the leading jewelry brand over the past few years. Both these brands are among the most recognized and loved brands in India. The success story began in 1984 with a joint venture between Tata Group and Tamil Nadu Industrial Development Corporation. Presenting Titan quartz watches that sported an international look, Titan Company transformed the Indian watch market. After Sonata, a value brand of functionally styled watches at affordable prices, Titan Company reached out to the youth segment with Fastrack, its third brand, trendy and chic. The company has sold 150 million watches world over and manufactures over 15 million watches every year. With a license for premium fashion watches of global brands, Titan Company repeated its pioneering act and brought international brands into the Indian market. Tommy Hilfiger, FCUK, Timberland & Police as well as the Swiss made watch – Xyllys owe their presence in the Indian market to Titan Company.

Entering the largely fragmented Indian jewelry market with no known brands in 1995, Titan Company launched Tanishq, India's most trusted and fastest growing jewelry brand. Gold Plus, the later addition, focuses on the preferences of semi-urban and rural India. Completing the jewelry portfolio is Zoya, the latest retail chain in the luxury segment. Titan Company has also made its foray into eyewear, offering a variety of differentiated products to the end consumer consisting of frames, lenses, contact lenses and accessories. Frames are available in both international brands (Levis, Esprit, Hugo Boss etc.) and in-house brands – Titan, Eye+ and Dash which is an offering for children. Titan Company has also made its foray into eyewear, offering a variety of differentiated products to the end consumer consisting of frames, lenses,

contact lenses and accessories. Frames are available in both international brands (Levis, Esprit, Hugo Boss etc.) and in-house brands – Titan, Eye+ and Dash which is an offering for children.

The company has leveraged its manufacturing competencies and branched into precision engineering components & sub-assemblies, machine building & automation solutions, tooling solutions and electronic sub-assemblies. With over 1200 exclusive retail stores across a carpet area of over 1.6 million sq. ft. Titan Company has India's largest retail network spanning over 220 towns. The company has over 400 exclusive 'World of Titan' showrooms and over 150 Fastrack stores. It also has a large network of over 740 after-sales-service centers. Titan Company is also the largest jewelry retailer in India with over 160 Tanishq boutiques and 2 Zoya stores, over 30 Gold Plus stores. It also sports over 300 Titan Eye+ stores. In addition, the company retails personal accessories such as bags, belts, wallets and most recently perfumes under Skinn Brand. Backed by over 7,000 employees, two exclusive design studios for watches and jewelry, 12 manufacturing units, and innumerable admirers' world over, Titan Company continues to grow and set new standards for innovation and quality. The organization is all geared to repeat the Titan and Tanishq success story with each new offering. Watchmaker, jeweler and now a handwoven saree retailer. Titan is extending its brand footprint deeper into its core category of consumers: Women. With the newly launched Taneira, a store for ethnic wear (sarees and fabric), it is hoping to leverage its identity as an urban woman's jewelry brand to establish in a new segment. Titan has successfully used marketing communication to its advantage to reposition them whenever it was needed. They have marketed themselves through Print, television and digital media in their marketing mix promotion strategy. Titan has had a lot of association with celebrities such as Aamir Khan, Mahendra Singh Dhoni, Vir Das and Katrina Kaif. Over the years' Titan has come up with excellent campaigns and advertisements. They have always kept the brand above the celebrities and designed their advertisements around a story and crafted beautiful messages. Titan Raga's brand advertisements have always shown the image of the modern progressive Indian woman and her views on workplace, motherhood, marriage etc. The advertisements are created by Ogilvy & Mather creative agency and they have been a huge hit. To launch Titan Juxt, Titan chose Vir Das as their brand ambassador to connect with the youth which were the primary target segment of the smart watch. To increase its brand awareness and visibility Titan has time to time sponsored events, tied up with FM radio to reiterate its message and sales promotion. Hence, this summarizes the Titan marketing mix. Titan has been always active in promoting its products from time to time, be it digitally or from the traditional. Just like its Omni channel distribution strategy, it uses an Omni channel promotion approach using all necessary mediums of communication to promote its ads. The company uses Newspapers and Television as its primary form of offline communication. It is an effective medium because both media can reach a wider audience and reach large targeted groups. Talking more about its digital marketing approach, the company has swiftly adapted to changing customer patterns and promotes accordingly. FastTrack is its most-followed page on social media and creates a digital short term campaign around festivals and other latest happenings in the country. Titan is a clever brand that constantly explores designing new watches with a collaboration strategy in mind. It has its kids targeted brand name Zoop that has collaborated with Marvel and Doraemon to produce kids-oriented themed watches. It also has recently collaborated with Game of Thrones.

- a) Based on the case Titan Company, construct a diagrammatic representation of the Product Mix of Titan. Also identify and explain the concepts of Line stretching and Line filling by taking relevant examples. **(6+6=12 Marks)**
- b) List and analyze major promotion tools used in company's marketing communication mix. **(8 Marks)**