



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM/ PGDM (M)/ PGDM (SM)
SIXTH TRIMESTER (Batch 2020-22)
ENDTERM EXAMINATION, April 2022

Course Name	STRATEGIC MARKETING	Course Code	Mkt-604
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- a. Please answer all questions.
- b. Please write in point form where ever possible

Q1. Fragrance products in the form of perfumes, colognes and deodorants have gained prominence as essential personal care products, in recent years. The fragrance market in India is anticipated to reach INR 139.44 billion by 2024, expanding at a compound annual growth rate (CAGR) of ~15.93% during the forecast period, from its 2019 value of INR 66.58 billion. Lately, pocket perfumes have rose to popularity because they are convenient to carry around and can be used on the go, therefore acting as one of the major drivers of the market. FMCG giant, CavinKare recently launched the first-of-its-kind sachet perfume under its brand, Spinz.

Assume that you are a marketing consultant. A deodorant product segmented for teenagers is to be launched through online marketing. Suggest online website marketing strategy for the effective launch of the deodorant. **(10 Marks)**

Q2.

- a. Eli Lilly and Company manufactures a broad line of pharmaceuticals with strong brand positions in the marketplace. Lilly is also a manufacturer of FMCG products (Ready to eat food). Is this branding strategy a logical one? If so why and if not then why not? **(5 Marks)**
- b. Many products like Alto 800 reach maturity. Discuss several ways to give mature products new vigor. How can management determine whether it is worthwhile to attempt to salvage products that are performing poorly. **(5 Marks)**

Q3. Colgate is synonymous with toothpaste in many emerging global markets, sometimes commanding a market share of 80 percent or more. Success in the United States came when Colgate overtook P&G's crest toothpaste late in 1997, and the two brands continue to compete for the leadership position. Colgate's constant innovation and marketing power involves several initiatives:

- Every year Colgate sends its people around the world to reinforce the message of oral hygiene.
- The goal is to convert the world to Colgate- whether squeezing toothpaste onto neem sticks in India or pushing free toothbrushes into the hands of 50 million school children worldwide.
- Colgate has changed the product offer for different overseas markets- it is an inexpensive tooth powder in India, a chalky flavored paste in China, and elsewhere a trendy gel aimed at high-growth youth markets.
- Colgate's brand strategy involves "touching consumers wherever they are"- from conventional advertising to sponsoring a contest with blockbuster video to pick which stars have the brightest smiles.

Examine the case "Colgate's Global Brand Strategy" and answer the following question:

What are the major problems a company faces in taking branded consumer goods into overseas markets- can brand identity and image survive in globalization?

(10 Marks)

Q4. Not only India, but all of the world's top automakers have concluded that electric vehicles are the way of the future. With the arrival of e-mobility, the Indian automobile sector is undergoing a fundamental transformation. Electric vehicles are less expensive to operate, require less maintenance, and are better for the environment than their internal combustion engine equivalents (ICEs). The government's demand for incentives under the Faster Adoption and Manufacturing of (Hybrid) and Electric

Vehicles (FAME)-II Scheme, as well as different tax breaks under state EV policies, have made EVs an appealing alternative. There are many roadblocks that are giving Indian automobile manufacturers the creeps and preventing the widespread adoption of electric vehicles.

Discuss some likely trends for distribution of electric automobiles in India, including the shift away from exclusive distribution arrangements. **(10 Marks)**