

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
1st TRIMESTER (Batch 2022-24)
END TERM EXAMINATION, NOVEMBER 2022

Course Name	MARKETING MANAGEMENT - I	Course Code	MKT-20101
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS: Attempt all questions

Q1. Beauty Products Ltd. is a natural and ethical beauty brand famous for offering organic beauty products for men and women. The company uses plant-based materials for its products and is the no. 1 beauty brand in the country. It not only satisfies its customers but also believes in overall protection of the planet.

- a) Explain different marketing philosophies/orientations evolving over the period of time. (4 marks)
- b) Identify and justify the marketing management philosophy being followed by 'Beauty products Ltd.' (4 marks)

Q2. Please read the article below and answer the following question:

Some ten years ago, GSK India made a discovery: many people suffered from tooth sensitivity, but didn't know what it was and certainly did not associate its treatment with a toothpaste. Sensing an opportunity, the multinational let consumers know that their pain was a treatable condition, and that it had a name... and it pitched Sensodyne as the answer. The company disproportionately benefited from that improved consumer understanding. A decade later, Sensodyne rules the sensitivity toothpaste chart in India. It continues to be the jewel in the British MNC's consumer healthcare crown, posting double-digit growth year-on-year, and has swept past competitors in India, leaving many impressed by the brand's audacious risk-taking capability. "We have been in India for less than 10 years and are growing at 8x the category," Anurita Chopra, Area Marketing Lead, Oral Care, GSK Consumer Healthcare India, told BusinessLine . "It is a ₹10,000 crore category and deeply penetrated, though a tough category. We have been clocking 30-40 per cent growth year-on-year," she adds. (<https://www.thehindubusinessline.com/companies/how-insight-into-tooth-sensitivity-helped-gsk-india-build-sensodyne-into-a-mega-brand/article30573916.ece>)

Illustrate the concept of need, want and demand in the light of the above article. (9 marks)

Q3. Please read the article below and answer the following questions:

The owner is Vidushi Vijayvergiya. She is a native of Lucknow. She has been a member of an Indian family producing scents for over 160 years. Perfumes have surrounded her since she was a child. She earned her MBA from Pune's SCMHRD. During her time in Switzerland, she conducted a study on the fragrance industry in France. She founded Isak Fragrances based on her studies and information gained from her family's business experience. During the previous five years, they've established a line of customisable, collection-based artisanal and unisex perfumes and attars. They sell their products through online sites and a few chosen locations. Being a part of a family business in Marwaris is challenging; therefore, she created her startup. Despite the family's opposition, she took the plunge and began this in 2016. The company's valuation is 6.25cr. One signature collection bottle price is ₹3100. The making cost is Rs.350-360. Their last six months revenue is 18 lakhs and last month sales are 3.5 lakhs. Their discovery

pack cost ₹650. Isak is mainly promoted to younger generation living in metros, through social media like Instagram, facebook , linkedIn. Seasonal and bulk discounts has been routinely used to allure the customer.

Problems Solved By Isak Fragrances : The main problem solved by Isak is they make customized perfumes; people can order their desired flavour as per their needs. Their scents stay a long time and are suitable for the Indian environment. The Isak Fragrances are for both men and women. The company produces quality perfumes; their perfumes remain for a longer duration and make the surrounding essence. (<https://www.wext.in/isak-fragrances-raised-from-shark-tank-india/>)

Analyze the marketing mix of Isak fragrances and give suggestions for improvements. (8 marks)

Q4. Please read the article below and answer the following questions:

Pizza is a highly competitive segment

Domino's for a while has dominated the Indian pizza market, making it difficult for other brands to grab market share. With consumer tastes, preferences and reach changing, several indigenous pizza brands were able to make a mark with a fair presence though not very dominant, thereby splitting the market share. Now pizza is mainstream – being a common sight in birthday parties, corporate events and kitty parties. The India QSR market-size is projected to reach Rs534bn by FY25P with a market share of 54%, from Rs145bn in FY21, per Techno Pak study. Domino's continues to be the market leader followed by Pizza Hut. Domino's and Pizza Hut work on a dual model (dine-in and delivery, where Pizza Hut delivers better dine-in experience). Smokin' Joe's / La Pino'z / Chicago Pizza operate more through the delivery model while Pizza Express is more of dine-in. Domino's stands exclusive with its own delivery fleet and not through food aggregators, which benefits the brand in terms of better customer relationship and helps them to improve brand recall Localization is the key: Pizza brands across the board have figured out the way to attract the Indian clientele. We feel there's no shortage of pizza recipes offering a modern taste with traditional Indian ingredients, such as the tandoori flavors or the makhani flavors. Some brands have gone a step ahead to cater to regional or niche dietary preferences (with Smokin Joes and La Pino'z offering exclusive 'Jain pizza' to the Jain community without onions, mushrooms or garlic). Competition is tough as experimentation of toppings is a continuous process. Innovation with aesthetic appeal helps the brand to scale, be it in terms of Indianization or unique toppings. Example: An outlet in Gujarat is seen to be selling its own invention Khulad Pizza (pizza filling is served with loads of melted cheese in a clay cup). Comparing the brands, we infer indigenous Indian servings help gain market share as seen in the following pecking order: Domino's / Oven Story / Pizza Hut / Smokin' Joe's / La Pino'z and Chicago Express. On the other hand, Pizza Express wins' consumers on its gourmet servings bringing in Western flavors. When it comes to pizza in India, Domino's Pizza is the clear leader. The restaurant chain found its success in India the same way it won the pizza wars in the United States: delivery and technology. By 2019, the pizza market in India had grown to more than \$1.5 billion, according to Euro monitor International. But Domino's American rivals, Pizza Hut and Papa John's, have struggled to challenge Domino's foothold on the subcontinent. Pizza Hut launched in India in 1996, and since then, the brand has opened 430 stores. Papa John's only opened 66 stores in India before exiting the country in 2017, according to the company's financial filings. Domino's has grown to operate more than 1,300 stores across 282 cities in India, and its footprint continues to grow. Equity Research, Sept 17, 2022, ICICI Securities Ltd. is the author and distributor of this report(<https://www.scmp.com/week-asia/lifestyle-culture/article/3154180/india-likes-dominos-its-street-pizzas-win-hearts>)

- i. Is Domino's Pizza a competitor-centered, customer-centered, or market- centered company? Justify. (6 marks)
- ii. Creating competitive advantage begins with a thorough understanding of competitor's strategies. Explain the steps in Analyzing competitor. (9 marks,