

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM; PGDM (SM); PGDM (M)**  
**FIRST TRIMESTER (Batch 2017-19)**  
**END TERM EXAMINATIONS, SEPTEMBER 2017**

Course Name	Marketing Management I	Course Code	MKT102
Max. Time	2 hours	Max. Marks	40

**INSTRUCTIONS: Answer the following questions.**

1) The retail and apparel industry in India appears to be coming full circle. A few years ago, the industry witnessed a marked shift to readymade clothing with manufacturers offering buyers more designs at attractive price points. However, with quality fashion going mass, the industry is once again seeing renewed consumer interest from discerning fashion-conscious buyers for made-to-order and customized tailoring services. Organised retailers such as Raymond and Aditya Birla Group have been quick to spot the growing demand for customized tailoring services.

**a. Which are the different orientations/ concepts of marketing?**

**b. Justify which Marketing Orientation(s) is being followed by companies like Raymond and Aditya Birla Group as per the abstract given above. (8 Marks)**

2) Identify with proper reasoning the **basis of segmentation** that can be used for the following products: **(8 Marks)**

- a. Jewelry
- b. Shampoos
- c. Watches
- d. Real estate

3) Over the past year, Hidesign, the Puducherry-headquartered bags and accessories label has opened eight stores, all of them at airports. For a brand that is still heavily reliant on traditional brick-and-mortar channels, airports are its new malls, drawing in young travelling professionals and encouraging impulse purchases. The brand is going where our customers are.

**a. What is the role of a company's distribution strategy in the success of its marketing mix?**

**b. Describe some of the factors that influence the distribution decision of a company?**

**c. In your opinion, what was the reasoning behind the step taken by Hidesign as mentioned in the abstract above. (9 Marks)**

4) Read the following Case and answer the question 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.

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, jeweller 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.

**a. On the basis of your awareness level, give a diagrammatic representation of the Product Mix of Titan.**

**b. Also explain the different concepts of Line stretching and Line filling by taking relevant examples.**

**c. As a consultant, which pricing approach would you recommend for the newly launched ethnic wear.**

(8 + 4 + 3 = 15 Marks)