



## Online PGDM

First Year, Trimester II, September 2023

Course Name : Advanced Marketing Orientation

Max Marks : 70

Course Code : 2102

Max Time : 2 hrs

*Instructions for Students : Kindly read the questions carefully.*

*Read the case carefully and be precise and specific while answering the questions*

*Answers supported by examples are appreciated*

*In case study suggest solutions based on information given in case only*

### Section A : Objective Type Questions

Max. Marks-20

1. A marketing department is currently researching the size, density, location, age, and occupations of your target market. Which environment is being researched?
  - A. demographic
  - B. psychographic
  - C. economic
  - D. geographic
  - E. cultural
2. Value marketing is the strategy of offering consumers \_\_\_\_\_.
  - A. high quality at a high price
  - B. luxury quality at a high price
  - C. Lesser quality at a low price
  - D. reasonable quality at a fair price
  - E. little quality at a low price
3. The notion of value from an offering is looked upon by customers as:
  - A. Price of Product as compared to competitors.
  - B. Benefits of products as compared to competitors.
  - C. Uniqueness of the product.
  - D. Comparison of Benefits and price of the offering as compared to competitors.

4. A society's basic values, perceptions, preferences, and behaviors are all part of its \_\_\_\_\_ environment.
  - A. social
  - B. cultural
  - C. political
  - D. cultural-economic
  - E. natural
  
5. Closure of Koutons was largely caused by
  - A. Micro environmental forces
  - B. Macro environmental forces
  
6. Which factors contributed to the downfall of Bajaj Scooters
  - A. Micro environmental factors
  - B. Macro environmental factors
  - C. None of the above
  - D. Both micro and macro environmental factors.
  
7. The customer tries to evaluate benefits by comparing benefits associated with the offering compared with:
  - A. costs associated.
  - B. Convenience associated.
  - C. ease of availability.
  - D. All of the above.
  
8. The benefits associated with the offering can relate to :
  - A. functionality of offering.
  - B. emotional satisfaction.
  - C. symbolic benefits
  - D. All of the above.
  
9. Which of the following is NOT a type of factor in a company's macro-environment?
  - A. demographic
  - B. economic
  - C. technological
  - D. competitive
  - E. political
  
10. Segmentation is a process of identifying:
  - A. Homogenous patters in heterogeneous market.
  - B. Identifying and treating customers with similar taste and preferences with one offering.

- C. Making groups of similar people.
- D. All of the above

11. Segmentation is ideally done taking into consideration:

- A. Demographic Variables
- B. Geographic Variables
- C. Psychographic variables
- D. Combination of different variables most suited.

12. The task of arranging for a product to occupy a place in the mind of the customer, relative to the competitors' offers, is called \_\_\_\_\_.

- A. Segmentation
- B. Marketing
- C. Targeting
- D. Positioning

13. Price skimming decision is best captured by:

- A. Low prices in beginning.
- B. High prices in beginning.
- C. High prices with low or high promotion.
- D. None of the above

14. Penetration Pricing Strategy is best captured by:

- A. Low prices with low or high promotion.
- B. Low prices in beginning.
- C. High prices in beginning.
- D. None of the above

15. If actual performance exceeds the expected performance of the product, Then customer is

- 
- A. Satisfied
  - B. Dissatisfied
  - C. Delighted
  - D. Neutral

16. In order to satisfy the needs of customer, marketer can fine tune

- A. Product
- B. Price

- C. Promotion
- D. All of the above

17. In marketing in long term it is always desired:

- A. To have a genuine concern for customer.
- B. To establish a long lasting connect with customers.
- C. To be perceived as trustworthy by customer.
- D. All of above

18. The focus of marketing should be:

- A. To generate profit only.
- B. To achieve high sales only.
- C. To achieve profits and customer satisfaction.
- D. To be a leader at any cost.

19. Market is defined as

- A. a place where people buy
- B. place where sellers meet
- C. set of actual buyers
- D. set of actual and potential buyers

20. The task of any business is to deliver \_\_\_\_\_ at a profit.

- A. customer needs
- B. customer value
- C. products and services
- D. improved quality

**Section B : Subjective Type Questions (Short Answer Questions)      Max. Marks-10**

Q1: Pricing is a psychological game and the marketers should understand what is happening in minds of consumers? What are certain crucial points which should be considered while deciding a price for products? **(05 Marks)**

Q2: Distribution is becoming more challenging these days? Multiple options are creating more confusion? Enlist pros and cons of various distribution channels. **(05 Marks)**

## Section C: Subjective Type Questions (Long Answer Questions)

Max.Marks-40

Morning walk is simplest and most neglected form of exercise. Human Body is perhaps the best example of self-sustainable machine. It has been designed keeping in mind the entire ecosystem. The entire body requires oxygen to operate and the released carbon di-oxide is again used by plants to finally convert it into less harmful gases. According to health experts “Morning Walk” is best form of exercise, and a brisk walk for 45 minutes 4 days a week will give immense measurable benefits. Walking energizes, awakens the body chakras and relaxes mind. Some benefits include:

- ❖ Provides adequate amount of fresh oxygen which releases huge amount of energy.
- ❖ Walking decreases stress hormones and increases relaxation hormones (beta-endorphins).
- ❖ Strengthens heart.
- ❖ Delays or prevents major diseases or illness.
- ❖ Reduces blood pressure and the risk of stroke.
- ❖ Reduces cholesterol.
- ❖ Strengthens joints and bones.
- ❖ Helps control weight.
- ❖ Improves mood and self-esteem.
- ❖ Contributes to “brain fitness”.
- ❖ Gives energy and a good night’s rest.
- ❖ Improves balance and circulation.
- ❖ Boosts immune system.

### Some random News and views:

- a) AMBALA: June 2012, A morning walker was killed on the Barara bypass flyover while he was crossing the road. The victim has been identified as Darshan Singh, a resident of Barara.
- b) As per health experts during winters, poisonous gas and cold air increase heart and lung-related diseases. This is not good for morning walkers who have diseases like asthma or are more prone to getting affected by the cold.
- c) On July 28, 2021, District and Sessions Judge, Dhanbad, Mr. **Uttam Anand** went out for a morning walk, never to return home. He was killed in a road accident after a three-wheeler/auto rickshaw rammed into him while he was walking along the edge of the road.
- d) Indian consumers are willing to spend more on fitness classes and activities, consuming natural foods, health supplements, and following specialized diets with the COVID-19 pandemic creating 'the biggest seismic shift' taking health and immunity to the center stage, according to a survey by consultancy firm EY India. Around 94 per cent of Indians are worried about their family's health against 82 per cent globally. According to the survey, 40 per cent of Indian respondents stated that they will pay a premium for

products promoting health and wellness, which is higher than their global counterparts at 29 per cent.

### **Morning Walk Some more talk** (*data is hypothetical and should not be cited anywhere else*)

A pan India study indicates that almost everyone is aware of the benefits of morning walk and some exercise. Yet only 40% indulge in one form of exercise or the other. Out of these 10% are enrolled with gyms and other health spas. 5% who belong to the premium or elite class have a small gym in their home with personal trainer. Remaining 25% are morning or evening walker based on their convenience.

In bigger cities/ metros finding a suitable place for a morning walk in itself has become a luxury. Rapid urbanization has given rise to multi-storied residential/ commercial apartments. Although the District Municipal/Development Authorities have done their jobs to some extent by developing some parks for morning walkers where a minimum amount is charged as membership to provide adequate space for walking in tune with nature. Smaller cities are still more greener compared to bigger counterparts. For remaining 60% exercise is not a regular activity. Some of them do it when they feel like but they are not regular with their exercise regime. Lack of time is the biggest deterrent for adopting any exercise regime. Although they are also aware of the benefits of exercise and also with the negative repercussions for not exercising still they find themselves in limbo when it comes to adopting a suitable exercise regime. Housewives especially find it difficult to fit exercise in their morning schedule because of responsibilities of kids and the morning hassles.

Morning walk also faces many challenges, rainy days, chilling winters sends shivers to the will power of even the die hard morning walker fans. India's climatic conditions makes morning walk unsuitable for around 100-125 days in a year. The other challenge is finding a suitable place for morning walk, in metros people have to travel to distances up to 10 km to reach the right place/joggers park. Another threat which has emerged in last one decade is the security concerned. Every year almost 25-50 politicians, bureaucrats or big businessman have been kidnapped, attacked or killed while they were on a morning walk, their morning walk led them to the last walk of their life. Many cases have cropped up where a female aged morning walker had been duped off with their precious jewelry. Every now and then there are cases of hit and run cases with morning walkers as well. These happenings have added to the excuse list for not walking in morning and has further hampered the spirit of morning walkers.

### **From Morning Walk to Morning Walker**

Considering the benefits of morning walk and the various deterrents associated with it, "**Fit-Kit**" a multi-national company dealing in health and exercise product is planning to launch a morning walker in India. Morning walker is an incredible quality exercising machine that helps in keeping fit and healthy. It is an amazing jogging machine to keep at home that helps in maintaining good health and is great to have in daily life. 15 minute of Morning walker jogging is equal to 10000 seconds brisk walk. It provides the benefit of 8 km walk on foot which is great for maintaining good physique.

The price of similar products ranges from 5000 -18000 INR. The product is portable and is easy to store as well. Using the device in an empty stomach having only a glass of lukewarm water is very beneficial. The product also helps in providing relief from constipation and indigestion or other stomach disorders. Morning walker is also very effective in reducing your excessive body weight. Usage of the product 2-3 times a day continuously for about 60 days will bring a noticeable change for sure.

The company is planning a nation-wide launch during New year 2024. Data indicates that better health dominates the new year resolution list as well.

Strictly based on information provided above kindly suggest:

Q1: **Identify** the various segments available for FIT-KIT. Which variables can be used to segment the market for morning walkers? **(15 Marks)**

Q2: Suggest a suitable promotional/communication strategy for FIT- KIT? Which mediums should be used and what message should be delivered to target audiences? **(20 Marks)**

Q3: How social media platforms can be used in this case to enhance relationship with target segment? **(5 Marks)**

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