

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M)/ PGDM (SM)
SECOND TRIMESTER (Batch 2018-20)
END TERM EXAMINATIONS, DECEMBER 2018

Course Name	MARKETING MANAGEMENT	Course Code	MKT 201
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS: ALL QUESTIONS ARE COMPULSORY

- Keeping in mind the product mix of FMCG company HUL, describe the decisions companies make regarding their individual products and services, product lines, and product mixes. (10 Marks)
- Xiaomi is planning to launch reasonably priced 4G enabled mobile handsets, in the BRICS countries. India is a major market for the firm. Design an appropriate **Promotion Mix** for the new Xiaomi handset. Also give a rationale for your choice of promotion tools. (10 Marks)
- Probiotic food industry is stated for immense growth, considering the fact that India is the largest producer of milk across the globe and has world's highest cattle production. Probiotics are live microorganisms, which are favorable to the digestive system. They are said to be gut-friendly foods. Indian Company Gujarat Co-operative Milk Marketing Federation launched a probiotic ice-cream named Amul Prolife Probiotic Wellness Ice-Cream.
 - Suggest a Segmentation, Targeting and Positioning for Amul Prolife Probiotic Wellness Ice-Cream. (6 marks)
 - Add a note on suggestions for increasing the usage of Sugar Free (2 marks)
- Read the following caselet and answer the accompanying questions:
Domino's the world's largest pizza brand launches its first hybrid: the BurgerPizza. Will it win?
 It's a burger...it's a pizza... it's BurgerPizza! No such confusion for Domino's, the world's biggest pizza brand which launched Burger Pizzas in India recently. "It only looks like a burger, but has all the goodness of a pizza inside," says Dev Amritesh, president and chief business officer of Domino's Pizza India. Perhaps, that's the reason why the pizza maker is not calling it a burger but a Burger Pizza — a cross between the two that is proof that Domino's is not willing to cut the umbilical cord completely. The BurgerPizza will come in two vegetarian and non-vegetarian variants, with a starting price tag of Rs. 89. Unlike most burgers, it doesn't have a patty, is loaded with herbs, tomato sauce and mozzarella

cheese — ingredients that are central to pizzas — and is oven baked. But why would a brand famous for its pies even come up with something which resembles a burger? No rocket science there, just business opportunity. Though Amrithesh prefers to call it a move dictated by occasions. Burgers in India are all day escape and fun food while pizzas are becoming meal replacement and comfort food. The 'all day, individual consumption occasion' is an opportunity that is incremental to Domino's, explains Amrithesh. "Burger Pizza is our offering for this opportunity," he says, quickly adding that though consumers order pizzas through the day, Burger Pizza will target the in between meals day parts as well. The opportunity is immense. While the branded food service industry in India was a \$3 billion market in 2015, it is set to touch \$8 billion by 2020, according to a recent Euromonitor consumer food service report. In terms of the quick service restaurant (QSR) market share, burgers occupy 29.9% whereas pizzas slice up 26.7%. Though the gap between burger and pizza is not huge, the market for a whole day indulgence food has been growing at a faster clip. Over the last two years, a slew of big global burger brands such as Carl's Junior, Wendy's, Burger King and Johnny Rocket have opened stores in India at a time when the pizza segment has been quite muted in terms of new players. In fact, Domino's is not the first to step out of its comfort zone. Cross product pollination has become the norm, with a donut brand like Dunkin, and Cafe Coffee Day, the country's largest chain of cafes, pushing burgers. Even for online food delivery companies, burgers are chartbusters. "They are one of the most popularly ordered items across all eight cities," says Nandan Reddy, cofounder of Swiggy, an online food delivery startup based out of Bengaluru. Swiggy has over 4,000 restaurants on its platform offering burgers and has delivered 0.7 million of these so far. "Consumers order burgers throughout the day," he points out. The move by Domino's wins approval from some marketing experts. The segment that patronizes pizza predominantly consists of young consumers, who seek multiple products. This is necessarily because of non-preference for pizza, but is driven by variety seeking behavior, boredom with pizza or the need to fit in with others in the group, says Abraham Koshy, professor of marketing at Indian Institute of Management Ahmedabad. He believes brand loyalty for Domino's has outgrown product loyalty for pizzas. "By launching burgers, Domino's will make itself product independent," he says, adding that what matters to consumers is the brand experience which another product could offer just as well as the flagship.

- a. Appraise the move of Domino's to launch the hybrid product called BurgerPizza?

(6 marks)

- b. Suggest an appropriate Marketing Mix for BurgerPizza.

(6 marks)