

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM**

**FIRST TRIMESTER (Batch 2019-21)**

**END TERM EXAMINATIONS, AUGUST 2019**

Course Name	FUNDAMENTALS OF MARKETING	Course Code	MKT 101
Max. Time	2 hours	Max. Marks	40 MM

**INSTRUCTIONS: ALL QUESTIONS ARE COMPULSORY**

Q1. Arun & Bhuvan are both Software Engineers working in the same office situated in Connaught Place, Delhi. They both reside near Anand Vihar which is exactly 15 km from their office. Every Saturday, they go out to shopping malls, cinemas, parties, restaurants etc which might be situated 15 km away from their home. Now, Arun & Bhuvan want to find a solution for their commuting purposes. With these requirements & budget in mind, and after a lot of thought, Arun finally decides to buy a car. He loved Renault Duster, but found it to be out of his budget. He did lot of research on all the available car models in the price range upto 6 lakhs - Maruti Swift. Rs. 5.14 - 8.89 lakh, , Maruti Wagon R. Rs. 4.34 - 5.91 lakh, Maruti Baleno. Rs. 5.59 - 8.90 lakh, Hyundai Elite i20. Rs. 5.50 - 9.32 lakh, Hyundai Grand i10. Rs. 4.98 - 7.59 lakh. He consulted with his friends, family members, etc, and narrows down on Maruti Suzuki Swift, a wonderful car, costing around Rs 6 lakh for the basic petrol model. Now, let's turn our attention to Bhuvan. Just like Arun, even Bhuvan had decided to allocate the same amount of Rs 15k per month for commuting purpose. While Arun went ahead & bought a car, Bhuvan, after lot of deliberation, decided to prefer other modes like public transport, online cab aggregators as he found them to be value for money.

*Discuss need, want and demand in the light of above scenario.*

**(6 Marks)**

Q 2. Livpure, India's fastest growing water purifier brand enters into a new product category in 2019, by launching India's first future ready Smart Air Conditioner powered by HEKA technology that saves up to 40% energy. With a simple and interactive mobile app, the users can convert the mobile into remote access for operating AC from anywhere. By adaptive pairing with Alexa, Livpure Smart AC allows the users to operate effortlessly thorough voice command control. The product is available only on Flipkart in following capacity and price ranges - Rs 38,990 for 1 ton 3 star, Rs. 44990 for 1.5 ton 3 star and 52990 for 1.5 ton 5 star.

*Comment on the marketing mix of Livpure ACs.*

**(8 Marks)**

Q3. India's FMCG industry is seeing a high, thanks to the consumer becoming more aware and affluent. At the same time, there is still a large population in India that considers snacking on chips, assorted namkeens, etc. when hunger strikes. Besides, almost 80 per cent of Indian diets are protein deficient, according to a survey by the Indian Market Research Bureau. The company, Naturell India, marketers of brand 'RiteBite Max Protein' snacks – packed chips that claim to address all of the above mentioned factors without compromising on the taste. Naturell

India, which was largely known as one of the first to have brought the concept of granola bars in India, claims to have come up with healthier snacks/chips earlier this year. These are not potato chips, not baked chips, but hot air puffed snacks made for the snacking population who wants to binge yet stay healthy- the health conscious population as well as the protein deficient population. Max Protein snacks are essentially made of seven healthy grains - Oats, Wheat, Soy, Ragi, Gram, Corn and Rice. They are neither fried nor baked. The chips are extruded or hot-air puffed, which is a procedure they use for making popcorns. Speaking to [wellnessindia.com](http://wellnessindia.com), Ravinder Varma, Brand Manager, Naturell India confirmed that though a bit of oil is used in this process, it is healthier oil, that is rice bran oil, and what makes it even healthier is the fact that the oil is not heated.

*A). Describe the marketing offerings of the company? Identify the competitors in the target segment?*

*B). Who are the major stakeholders for the company? How can Naturell India ensure that it continues to meet customers' expectations? List some specific ways. (10 Marks)*

Q4. The Nutraceuticals industry in India is one of the rapid growing markets in the Asia-Pacific region and is currently divided into functional food and beverages comprising of about 68 per cent and dietary supplements of remaining 32 per cent. Factors like rising awareness about health and fitness, ageing population, changing lifestyle are fostering this growth. Chat-based health and fitness company, FitCircle has introduced nutrition product brand - O'Ziva that offers meal replacement shakes and protein supplements, inspired with the deep rooted ancient science of Ayurveda. Commenced its operations in 2013, FitCircle has established a strong digital platform to provide high quality expert consultation through a chat-bot and has a team of expert coaches, nutritionists and health advisors who offer personalized advice to users for free. It also creates daily challenges for workouts and nutrition, and enables users to track their daily fitness activities using smartphone. "To be fully effective, FitCircle has designed innovative solutions that improve health outcomes at both ends of the nutrition spectrum. Our aim is to provide safe, goal oriented - high quality nutrition products made in India in order to build the trust factor and provide a complete wellness offering to the consumers," said Mihir Gadani, Co-founder, FitCircle. Users can log on and discuss their health problems via one-on-one confidential chat and after a thorough analysis of their problems by a team of experts; the startup offers personalized solutions to the users. With its Ayurveda inspired brand, FitCircle plans to tap into the ever growing Nutraceuticals market, which is poised to grow by \$6.2 billion by 2020. The company expects the brand to grow to Rs100 crore in the next 3 years.

*A). Track the shifting cultural & technological trends that were quite aptly read by founders of FitCircle, as cited above which formed the stepping stone of its growth in recent years.*

*B). What are the ethical issue that are commonly raised in nutraceutical industry? Develop an argument for why manufacturers of nutraceutical products should build and maintain an ethical climate. (8 Marks)*

Q5. The biggest challenge for Sustainable Development is a 'dilemma' that developing nations like India face when they seek a faster economic growth for the elimination of poverty, hunger, inequality, unemployment and social injustice at the cost of impacting the global environment further. On current trends, we need 1.6 planet earths now and would need twice the size by 2030 to meet our consumption demands of resources; warming could exceed 4°C by the end of the century, with extreme and potentially irreversible impacts due to an exponential rise in

Co2 emission. Every action initiated now and in next 15 years will, therefore, determine the future of the world's climate system. India has to provide houses to millions, ensure food & nutritional security, and make health services accessible & affordable. For the sustainable inclusive growth, jobs have to be created. In order to tackle its developmental challenges, and to push the economic growth further, India, apart from conventional development programs, plans to set up smart cities, construction of roads, railways, and other large infrastructure projects. But, all these actions put together will increase India's cumulative as well as per capita Co2 emission rate which will potentially weaken India's global position on responses to climate change. You have joined as National Marketing Manager for a leading automobile company in India.

*A). Identify the relevant sustainability issue that the automobile industry faces in India.*

*B). What are the ways through which you as a manager in a Socially Responsible Company respond to these issues and design sustainability programmes which can help various stakeholders?* (8 Marks)