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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **Ph.D. Course Work End Term Examinations – JAN-FEB 2025** |
| **Date:** 30 – 01-2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM | **Program:** Ph.D. | |
| **Course Code:** MGT 903 | **Course Name:** Marketing Management | |
| **Semester**: | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **20** | **30** | **20** | **30** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 10 marks. 6Q x 10M=60Marks** | | | | |
| **1** | Studying the macro environmental elements is crucial for assisting companies in maintaining their sustainability and competitiveness. Compute the various macro environmental factors that affect marketers. | **10 Marks** | **Application** | **CO1** |
| **2** | In today’s dynamic market environment, understanding consumer behavior has become essential for businesses to create effective marketing strategies. Consumers are influenced by a combination of factors such as psychological, personal, social and cultural. Discuss the roles of each of these factors in shaping the consumer decision-making processes. Provide a suitable Brand example to support your points. | **10 Marks** | **Application** | **CO1** |
| **3** | Product line and product mix decisions are crucial aspects of a company's overall marketing strategy. They involve determining the variety, features and development of products that a company offers to its customers. Demonstrate and elucidate the Product line and Mix of any FMCG Company. | **10 Marks** | **Application** | **CO2** |
| **4** | Direct marketing allows firms to communicate with a specific group of individuals in order to promote a product or service. This is also known as direct response marketing. Write on any 3 different types of direct marketing methods that companies employ. | **10 Marks** | **Application** | **CO3** |
| **5** | Social media marketing is the process of using social media platforms and websites to promote a product or service. Illustrate any 3 different types of social media channels through which one can communicate about their products/ services to their target audience. | **10 Marks** | **Application** | **CO3** |
| **6** | You are the marketing manager for a company planning to launch a new smartphone model in a highly competitive market. Your task is to estimate the demand and forecast sales for the first year. Consider the following factors, outline the steps you would take to estimate the demand for the new smartphone, incorporating market data, pricing, and competitor analysis.   * Market trends indicating a shift toward 5G-enabled devices. * Target market of young professionals aged 25-35. * The impact of pricing strategies (premium vs. mid-range) on demand. * The role of promotional campaigns in driving awareness and sales. * Competitors' performance in the same market segment over the past year. * Seasonal fluctuations in sales, such as higher demand during the holiday season. | **10 Marks** | **Application** | **CO4** |

**Part B**

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| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** | | | | |
| **7.** | **Case Study: Mc Donalds Product/ Promotion Mix**  McDonald's Corporation, a leading multinational fast-food chain, has implemented a well-crafted marketing mix strategy to achieve its business objectives globally. The company's marketing mix encompasses a diverse range of products, strategic distribution channels, effective promotional tactics, and carefully designed pricing strategies tailored to meet the needs of its target markets.  **Product Mix**: McDonald's product portfolio consists of various food and beverage offerings, including hamburgers, sandwiches, chicken and fish dishes, salads, snacks and sides, beverages, desserts, shakes, and breakfast items. The company continually innovates and expands its product lines to cater to changing consumer preferences and capture new market segments, reducing its reliance on a limited range of offerings.  **Place/Distribution**: McDonald's has established a widespread network of restaurants as its primary distribution channel, complemented by kiosks at strategic locations such as sports events and seasonal venues. Additionally, the company leverages its websites, mobile apps, and partnerships with third-party delivery services like Postmates to enhance accessibility and convenience for customers.  **Promotion**: McDonald's employs a comprehensive promotional mix, with advertising as its primary tactic. The company utilizes various media channels, including television, radio, print, and online platforms, to reach its target audience effectively. Sales promotions, such as discount coupons, freebies, and special offers, are utilized to drive customer traffic and increase sales. Public relations initiatives, including community involvement and environmental programs, contribute to brand building and fostering goodwill.  **Pricing**: McDonald's employs a combination of pricing strategies to optimize profit margins and sales volume. The bundle pricing strategy offers meal sets and product bundles at discounted prices, providing value to customers. Additionally, the psychological pricing strategy, which involves setting prices slightly below round figures (e.g., $4.99 instead of $5.00), creates a perception of affordability and encourages purchases.  McDonald's strategic management considers its marketing mix in relation to competitors, such as Burger King, Wendy's, Dunkin', and Subway, as well as other food-service firms like Starbucks Coffee Company. The company's effective implementation of its marketing mix contributes to its leading brand performance and global industry position despite intense competitive rivalry.  **In the wake of the above case**   1. Analyze how McDonald's product mix caters to different consumer segments and supports the company's intensive growth strategies. Provide specific examples to illustrate your analysis. (7 marks) 2. Evaluate the effectiveness of McDonald's promotional mix in terms of reaching and persuading its target audience. Consider the strengths and weaknesses of the various tactics employed and suggest potential improvements. (7 marks) | **20 Marks** | **Analysis**  **Evaluation** | **CO2** |
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| **8.** | **Business Case:**  **Channel Conflict at Adidas India Marketing Private Limited**  Adidas India Marketing Private Limited is a leading manufacturer of high-quality athletic apparel. Adidas produces Men’s clothing – T Shirts, Trousers, Tracks, Women’s clothing – T Shirts and tops, Kids shoes and kids clothing. This company is based at New Delhi, India.  Company size  10,001+ employees  387 associated members  **They primarily sell through two channels:**  **Direct-to-Consumer (D2C):** Their own online store and flagship physical locations.  **Wholesalers:** Sporting goods stores and fitness boutiques across the country.  Recently, tensions have risen between the two channels. Wholesalers complain about price undercutting by Adidas India Marketing Private Limited D2C stores, which offer frequent discounts and promotions. This makes it difficult for wholesalers to compete and maintain their profit margins. Conversely, Adidas India Marketing Private Limited feels wholesalers are not effectively promoting their latest collections and are focusing on pushing lower-priced competitor brands.  **Questions:**   1. Discuss as to how Adidas can manage the channel conflict to ensure the success of both its D2C and wholesale channels? (Hint: Consider strategies like differentiated pricing, targeted promotions, and improved communication with wholesalers.) 2. Should Activewear Inc. explore additional sales channels? (Hint: Weigh the potential for increased sales against the risk of further channel conflict and the need for additional resources.) | **20 Marks** | **Analysis**  **Evaluation** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***