

**Post Graduate Diploma in Management (Hospital & Health Management)
PGDM – 2023-25 Batch**

1st Year – 2nd Term Examination

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| Course & Code | : Marketing Management-CC 608 | Reg. No. | : |
| Term & Batch | : II, 2023-25 | Date | : 01-04-2024 |
| Time & Duration | : 10:30 a.m.-01:30 p.m. - 3 Hrs. | Max. Marks | : 70 |

Instructions:

- Attach the Question Paper along with the Answer Paper
 - Budget your time as per the marks given for each question and write your answer accordingly
 - Don't write anything on the question paper except writing your Registration No.
 - Mobile Phones are not allowed even for computations.
 - Open Book Exam. Only modules are allowed.
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Part – A

Multiple Choice Questions

(1 x 10 = 10 Marks)

1. What is the term used to describe a group of potential customers with similar characteristics who are likely to respond in a similar way to a marketing effort?

A) Demographic
B) Market positioning
C) Niche market
D) Target market
2. Which of the following is a pricing strategy that involves setting prices slightly below the competition to gain market share quickly?

A) Cost-plus pricing
B) Skimming pricing
C) Penetration pricing
D) Psychological pricing
3. What type of advertising aims to create brand awareness and customer loyalty rather than generate immediate sales?

A) Informative advertising
B) Persuasive advertising
C) Reminder advertising
D) Comparative advertising

4. Which of the following is a market segmentation strategy based on age, gender, income, occupation, and other measurable characteristics?
 - A) Behavioral segmentation
 - B) Psychographic segmentation
 - C) Demographic segmentation
 - D) Geographic segmentation

5. In which stage of the product life cycle do marketing efforts typically focus on building brand preference and increasing market share?
 - A) Introduction
 - B) Growth
 - C) Maturity
 - D) Decline

6. Which of the following best describes Amul's place strategy?
 - A) Exclusive distribution through high-end retail outlets
 - B) Direct-to-consumer sales via online channels only
 - C) Intensive distribution through a wide network of outlets
 - D) Selective distribution targeting niche markets

7. Which marketing approach is exemplified by Google strategy of creating innovative and distinctive products and then promoting them to target customers?
 - A) Marketing Concept
 - B) Production Concept
 - C) Societal Marketing Concept
 - D) Product Concept

8. Which of the following is NOT a common source of new product ideas?
 - A) Customer feedback
 - B) Competitor analysis
 - C) Employee suggestions
 - D) Cost reduction initiatives

9. What level of the earphone product hierarchy would include variations such as earbuds, in-ear, on-ear, and over-ear designs?
 - A) Product line
 - B) Product category
 - C) Product class
 - D) Product type

10. What element of the earphone product level would encompass the overall user experience, including customer service and after-sales support?
- A) Core product
 - B) Actual product
 - C) Augmented product
 - D) Potential product

Part – B: Short notes – attempt any six (up to 200 words) (5 x 6 = 30 Marks)

11. Evaluate the range of healthcare services offered by Medanta Hospital, including specialties, treatment options, and ancillary services. Explain how well these services address the diverse needs and medical requirements of patients under product mix.
12. Imagine you are a marketing manager at Sugar Cosmetics, a popular brand known for its trendy and high-quality makeup products. Develop a consumer behavior attributes to gain insights into the purchasing behavior of Sugar Cosmetics' target audience.
13. Identify potential intensive growth strategies that Nandini Milk Products could pursue to achieve its expansion objectives. Discuss options such as market penetration, market development, and product development, highlighting the relevance of each strategy to Nandini's business.
14. Illustrate Karkinos Healthcare's competitive strategy using Porter's Generic Strategy framework. Identify whether the organization primarily focuses on cost leadership, differentiation, or focus strategy, and provide evidence to support your answer.
15. How would you refine your market targeting strategy for organic food items, considering diverse consumer segments like health-conscious individuals, environmentally conscious consumers, parents seeking organic options for their children, and affluent consumers? Consider evaluating each segment's attractiveness based on factors such as size, growth potential, purchasing power and suggest targeting strategies for the upcoming new brand in the organic pulses industry.
16. Consider you are a retail manager for Pantaloons, a trendy fashion brand specializing in casual wear. Your task is to implement a retail push strategy to increase the visibility and sales of Zara products in the respective Pantaloons store. Zara is the largest higher end fashion brand. How would you apply a retail push strategy to enhance Zara's presence and sales in retail stores of Pantaloons?
17. How can Boat leverage the AIDA model to design and implement an effective direct-to-consumer (D2C) promotion strategy that attracts attention, generates interest, stimulates desire, and ultimately leads to action among its target audience?

Part – C: Case Study based questions- attempt any two questions. (15*2 = 30 Marks)

18. Cellos, renowned for their deep and resonant tones, constitute a diverse product category ranging from entry-level student models to high-end professional instruments. Crafted from materials such as wood, metal, and synthetic fibers, cellos feature variations in size and design to accommodate players of all ages and skill levels. Entry-level cellos offer affordability and durability, making them accessible to beginners and students, while intermediate and professional-grade instruments boast superior craftsmanship and tonal quality, commanding higher prices. Prices for cellos vary widely depending on factors such as brand reputation, craftsmanship, materials used, and additional features, with accessories like strings, rosin, cases, and stands available across a range of price points to cater to diverse customer preferences and budgets.

Based on the given case scenario of Cello, analyze the effectiveness of its marketing mix strategy in maintaining a competitive edge in the stationery industry. Consider the following aspects:

- **Product Strategy:** Evaluate the range of products offered by Cello, including their features, design, quality, and variety. Assess how well these products cater to the needs and preferences of different customer segments.
- **Pricing Strategy:** Analyze Cello's pricing strategy in comparison to its competitors. Determine whether Cello's pricing aligns with its positioning in the market and whether it effectively balances profitability with affordability.
- **Distribution Strategy:** Examine Cello's distribution channels and coverage. Assess the accessibility of Cello's products to consumers and the efficiency of its distribution network in reaching target markets effectively.
- **Promotion Strategy:** Evaluate Cello's promotional efforts, including advertising, branding, and sales promotion activities. Assess the effectiveness of these strategies in building brand awareness, driving sales, and differentiating Cello from its competitors.
- **Overall Integration:** Enumerate how well Cello's marketing mix elements work together to create a cohesive and competitive strategy. Analyze the synergy between product, price, place, and promotion in supporting Cello's overall marketing objectives and positioning in the stationery industry.

19. Imagine you are a marketing consultant tasked with conducting a perceptual positioning map analysis for Van Heusen, a well-known apparel brand. Your objective is to assess Van Heusen's positioning in the market relative to its competitors.

- a. Construct a perceptual positioning map for Van Heusen and its key competitors in the apparel industry. Consider relevant attributes such as price, quality, style, and brand image to determine the positioning of each brand. You may add other attributes as well.

- b. Identify Van Heusen's current position on the perceptual map relative to its competitors. Assess whether Van Heusen is perceived as a premium brand, a value-for-money option, or positioned somewhere in between based on the perceptual map analysis.
- c. Analyze the strengths and weaknesses of Van Heusen's current positioning strategy as indicated by its placement on the perceptual map. Consider factors such as target audience perception, brand image, and competitive differentiation.

20. Ramraj Cotton, a leading apparel brand in South India, specializes in traditional wear such as dhotis, shirts, and sarees. The company has a strong market presence and a loyal customer base. However, with increasing competition from both domestic and international players, Ramraj Cotton is reevaluating its pricing strategy to maintain its competitive edge in the market. Elaborate a detailed analysis supported by relevant examples to demonstrate a comprehensive understanding of pricing strategy concepts and their application in the context of Ramraj Cotton's business and answer the following questions:

- a. Elaborate the current pricing strategy adopted by Ramraj Cotton for its traditional wear products. Consider factors such as pricing objectives and pricing tactics (e.g., discounts, bundling) used by the company.
- b. Analyze the competitive landscape in the traditional wear segment of the apparel market in South India. Evaluate the pricing strategies of key competitors and identify any pricing advantages or disadvantages that Ramraj Cotton may have in comparison.
- c. Examine the perceived value of Ramraj Cotton's products among its target customers. Assess whether the current pricing strategy aligns with the perceived value proposition offered by the brand and whether customers are willing to pay the prices set by the company.