

University of Pune
Department of Management Sciences (PUMBA)

201 – Marketing Management

Max. Marks : 50

Time : 2 ½ Hours

Note: Answer to Section I & II are to be written on separate answer sheet.

Section I

1. What is SWOT Analysis? Do a SWOT analysis of Chennai Super Kings, the winners of IPL 2010. (10 marks)

OR

What are the different marketing strategies? Explain with respect to the success of IPL in India. (10 marks)

2. Write short notes on (any one): (5 marks)
3. E-Commerce
 4. Culture in buying behavior
 5. Post-purchase behavior of customers

Read the case carefully and answer the questions:

Jubilant Foodworks Ltd, formerly Dominos India, has said shift in demographic profile is creating a demand explosion in the pizza market. The company said it will introduce varied menu options to get a larger slice of the out-of-home food segment in India. "A large part of our revenue is from our loyal customer base. However, lot of new customers are also being added each year. The demand is primarily stemming from the socio-economic change that the country is witnessing," said Mr Dev Amritesh, Senior Vice-President-Marketing, Jubilant FoodWorks Ltd, which is the master franchisee of Domino's Pizza in India. He said the Rs 900-crore pizza market in India is estimated to be growing at 20 per cent annually. The company, which has nearly 300 stores in 70 odd cities across India, said smaller towns are also fuelling demand. "In smaller towns in India, there is a need for a hygienic eating joint. Our presence in these towns has enhanced the eating experience," he claimed, while noting that the company's revenue has been growing at 45 per cent year on year. He did not divulge the investment that would be parked for the proposed expansions. Mr Amritesh said that Jubilant is looking to add 65-70 stores during the fiscal. The pizza maker has also been consistently undertaking menu enhancement to woo new clientele. After introducing pasta and desserts into its menu last year, it has recently introduced wheat crust pizzas targeted at the weight-watchers. "We are constantly working on creating new flavours for our consumers. Also the prices have been coming down significantly since we launched our operations in India. It is more affordable and comes with various menu options," he added.

3. Analyze the reasons behind the success of Jubilant Foodworks Ltd. (10 marks)

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Instruction:

Attempt any five. All questions carry equal marks.

1. Describe the concept of marketing mix. What are the major considerations in designing marketing mix for a product?
2. Explain the terms
 - a. Customer satisfaction, dissatisfaction and delight
 - b. Customer Lifetime value
 - c. Customer retention
3. List various methods of sales forecasting. Explain any two methods.
4. Describe the impact of cultural and social factors on consumer behaviour.
5. What strategic options are available for a market leader while competing in a marketplace? Explain with examples.
6. Explain the terms in brief
 - a. Segmentation
 - b. Targeting
 - c. Positioning
7. Write short notes on (any two)
 - a. Internet marketing
 - b. Niche marketing
 - c. Holistic marketing concept
