

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DMM/PGDMM

Examination: December 2015
Subject: Marketing Strategy

Semester: II
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
 2. Figures in bracket indicate full marks.
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Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Competition-orientation for Corporate Strategies
- b) Licensed brand
- c) Vision of the organization
- d) Intensive strategies for growth

Q.2) Write Short Notes on any 2 out of 5

(Marks: 2X5=10)

- a) Counterfeit Strategy versus Adapter Strategy by market follower
- b) According to Jean-Noel Keppeler, a brand is complex symbol and capable of conveying up to six dimensions or meanings. Elaborate on this statement
- c) The 4 A's - steps for a successful marketing campaign
- d) Categorization of customers based on their brand loyalty
- e) Focus strategy

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain any FOUR barriers to new entrants as competitors.
- b) What are the basic strategic initiatives available in the decline stage of industry life cycle, as stated by MacMillon, Berkowitz, Bearden et al?
- d) VALS2 breaks consumers into eight groups and suggests that a consumer purchases certain products to reflect a consumer's lifestyle. Justify this statement by selecting any TWO of these eight groups and profiling them for their behavior and the products of consumed.
- e) Describe the MCKINSEY'S 7-S Model.

Q.4) Attempt both the questions

(Marks: 2X10=20)

a) A country's transportation sector plays an integral role in the growth and development of an economy. According to the —Indian Aerospace Industry Analysisll report,2 in terms of passenger traffic, India is currently the ninth largest aviation market in the world. Currently, India has 128 airports - including 15 international airports. Over the past ten years the Indian civil aviation sector grew by 14.2% in terms of domestic passengers (in CAGR).

In 2010-11 six major Indian carriers with around 400 aircraft catered to 143 million passengers, including 38 million passengers that originated abroad.6.

In view of bright further growth of the aviation sector a few of new entrants, both domestic and international, have enhanced the competition among the airlines operating in domestic sector.

It is essential for all the airlines operating or planning to enter India's airspace that an analysis revealing players as Market-Leader and other three types of competitors in the industry.

Describe categories and characteristics of all the four types of competitors. Having done this, evaluate the different airlines in Indian aviation industry in these different categories of competitors,

b) What do you consider as the desirable qualities of a brand name? According to these qualities of brand name, comment on the topmost and the lowest: ranking names of the Airlines brands in Indian aviation sector.
