

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

PGDM & PGDM (GENERAL) (2022-23)
END TERM EXAMINATION (TERM -I)

Subject Name: Marketing Management

Time: **02.30 hrs**

Sub. Code: PG12

Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Q. 1 (A): What is meant by Consumer Markets?

Q. 1 (B): Why is Market Targeting is an important component of marketing?

Q. 1 (C): What do you understand by Consumer Perceived Value?

Q. 1 (D): What is Consumer Adoption Process?

Q. 1 (E): How is Service marketing different from Goods Marketing?

(Entire Sec A to be assigned one CO.)

CO1 L1

SECTION - B

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

7 x 3 = 21 Marks

Q. 2: A. Draw BCG Matrix of HUL or Reliance? CO3, L4 & L3

or

Q. 2: B. Discuss the importance of Segmentation and the means of segmenting the consumer markets based on location? (take example of any Brand) CO3, L4 & L3

Q. 3: A. Explain the Product Mix strategies during the various stages of Product Life Cycle? (support your answer with examples of Brands) CO2, L3

or

Q. 3: B. Explain various stages of consumer buying process. How is it different in case of buying biscuits as compared to a smartwatch? CO2, L3

Q. 4: A. Describe the various stages involved in the new product development, with illustrations. CO5 L5

or

Q. 4: B. What do you understand by Physical evidence explain the elements of Physical evidence. Discuss the forms of physical evidence used by any service organization? CO5 L5

SECTION - C

Read the case and answer the questions

7×02 = 14 Marks

Q. 5: Case Study: Paperboat created a new category of branded ethnic-flavoured drinks when it burst on the scene, and its packaging too set it apart from the crowd. One of the pillars of the company's disruptive business idea, which has helped Paper Boat become the preferred drink for many despite entering a market crowded by the Pepsis and the Cokes, as late as in 2013.

Paper Boat's innovative products and packaging have been a force of 'creative disruption', and the company has been able to back that up with distribution.

"Paper Boat's traditional Indian flavours and its differentiated packaging give it a unique look at retail stores. The company has clearly gone after market share and taken a penetrative approach. Whichever geography they choose, they are going after it very aggressively. It is clear that they want to be a deeply penetrated mainstream product," he says.

But making a mark wasn't easy. Retailers were wary of stocking the products, fearing they wouldn't be sold. And that's when Paper Boat's deployed its second disruptive strategy: a no-questions-asked return policy. "We gave our retailers the freshest of products and refunded them in full in case of returns," says Kakkar.

Most large companies, in contrast, only refund a percentage of the money. But Paper Boat's 'insurance' cover on returns ensured that its Aam Panna, Gol Gappa and Aam Ras beverages adorned every retailer's shelf.

The third pillar of Paper Boat's success has been customer-centricity: it sources the best quality raw materials from across the country. "We have invested in quality function. Our aim is to be better than MNCs because being equal to them has no meaning," says Kakkar.

Another factor, which Kakkar believes has worked well for the brand, is its communication strategy. "Be it communication on TV or social media, we have followed the same distinctive tone of nostalgia and innocence. Once you speak the same language, people remember you better."

Paper Boat relies heavily on digital marketing, and its digital campaigns are as funky as the brand. On Instagram, it tells its brand story using creative doodles, videos and photographs, cleverly using two puppies named Hector and Beverages to add fun to the storytelling. Paper Boat has a strong presence on social media with compelling digital marketing campaigns. Like we mentioned at the start, they're selling memories, they have to show it to the consumers that they do. Their Facebook, Instagram campaigns showcases illustrations celebrating childhood memories, the brand's Instagram page uses doodles, visual stories and creative projects to tell the Paper Boat story.

Paper Boat company offers more than 11 types of ethnic drinks and juices: Jal jeera, aam Panna, aam ras, Alphonso aam, Jamun Kala khatta, chilli guava, nimbu pani, kokum, neer more, kanji, sugarcane juice, lychee ras, apple, and orange. It also has a range of milk-based beverages like buttermilk, badam milk, and thandai. The brand also launched coconut water in 2018. Apart from these, Paper Boat produces two seasonal drinks associated with Indian festivals—Panakam (available during Ram Navami) and Sherbet-e-Khas (available during Eid).

In 2017, the brand expanded its offering by launching its drinks in 1 liter Tetra Prisma Aseptic cartons, replacing the 500 ml packs. This move widened the brand's reach to include the multi-serve category.

Hector Beverages entered the traditional Indian food sector in 2016. Besides the Paper Boat drinks, Hector Beverages' products include traditional delicacies like peanut chikki, banana chips, aam papad, bakarwadi, namak para, gur para, and shakar para. For producing chikki, the company procures groundnuts directly from a farmers' collective near Rajkot at the fair-trade minimum price. Paper Boat chikki is a fair-trade product, a certification to attest that everyone involved in the making of a product is fairly employed and paid. As a brand relying on age-old recipes and memories, Paper Boat's marketing strategy revolves around nostalgia, childhood, and innocence. The company's beverages are drinks that consumers grew up drinking and carry a strong association with.

Their television advertising campaign comprises a series of simple, evocative ads that reflect the childhood nostalgia. Paper Boat's debut campaign was penned and narrated by the renowned poet and lyricist Gulzar; the latter campaign was written by lyricist Swanand Kirkire.

Apart from its television ads, the brand has also released a range of short films celebrating childhood memories and nostalgia as part of the Paper Boat marketing strategy. 'Ride Down the River of Memories', 'Waiting for Ma', 'My Struggles with the Treasure Chest', and 'Hum Honge Kamyab' (We shall Overcome) are all short films aimed at bringing out the child in us. The videos used animation, narration, and strong characterization to tell a moving tale.

Key Success Factors For Paper Boat

Indian Traditional Ingredients

Paper Boat does not use any preservatives and each drink they produce has some functional benefits attached to it. Their drinks are not only tasty but healthy as compared to carbonated drinks.

The company is manufacturing drinks which were lost somewhere in the past because all of us got busy in our lives and we lack the time to produce them ourselves. Having said this, the company is basically targeting people who miss their childhood and the traditional drinks they used to consume. Hence, Paper Boat believes in 'making people taste memories'. It is the only brand offering such varied ethnic flavours to its customers.

Innovation

Paper Boat has been constantly innovating its products which is evident from the fact that within two years they have launched more than 10 flavours. Started with 'Aam Panna' and 'Jaljeera' back in 2013, they are currently offering 12 flavours to their customers including 'Ginger Lemon Tea', 'Aamras', 'Kokum', 'Jamun' etc.

Hedonic Value For Its Customers

Paper Boat has been able to build an emotional connect with its customers. Therefore, Paper Boat drinks are not just another beverage product for the customers but a medium to express and revive their childhood memories. The company has been smart enough to convert a utilitarian good to a hedonic good through its marketing and advertising.

Continuous Customer Engagement

The marketing team of Paper Boat has been very efficient and responsive. They are in constant touch with their customers through social networking pages be it Facebook, Twitter or Instagram. Not only do they give timely responses to their customers' queries but invite them to share their memories which are later published on various social networking pages. Though it's a small thing to do but it definitely engraves a positive brand perception in the minds of customers and hence increases brand loyalty.

Strong Distribution Hold

Paper Boat is currently sold through 1,00,000 retail points and the company aims to double it in a year's time which is at par with the industry standards for beverage products. Also, Paper Boat follows a differential pricing model, i.e., selling the same product for different prices at different places and hence catering to all segments.

Normally, a 250ml pack would be sold at Rs. 30 if you buy from a retail store. However, if you buy it at an airport or in-flight, it would be sold at around Rs. 70. This differential pricing is followed in order to give higher margins to the distributors and make the product available across all channels. This increases the visibility as well as the reach of the product.

Packaging

Paper Boat has put a lot of time and investment in deciding the correct packaging for their product. Though the pouches are not recyclable, they have a 10% lower carbon footprint and generally lower overall environmental impact than glass, Tetra Pak or PET bottles. Moreover, they are lighter and more compact which also helps the company save the fuel cost for transportation.

Apart from operational and financial benefits, Paper Boat has found another way to promote their product. Recently, there was a lot of buzz about somebody discovering content written at the bottom of Paper Boat's pack. It was shared across various social networking sites and it went viral because it was never advertised by the company. It was discovered by the customers. This created a lot of curiosity among the customers and a sharp rise in sales was observed.

Question

Q. 5: (A). Explain the importance of 4 Ps of marketing in driving the success of Paperboat?

Q. 5: (B). What are the factors that influence the consumer behavior in case of juices?

Mapping of Questions with Course Learning Outcome

Question Number	COs	Bloom's taxonomy level	Marks Allocated
Q. 1:	CO1	L1	5 marks
Q. 2:	CO3	L4 & L3	7 marks
Q. 3:	CO2	L3	7 marks
Q. 4:	CO5	L5	7 marks
Q. 5:	CO4	L5	14 marks

Note: Font: Times New Roman, Font size: 12.