

BBCM 151	Marketing Management (FT)	L	T	P	C
Version 1.0		3	0	0	3
Pre-requisites/Exposure	General management				
Co-requisites	--				

Course Objectives

1. To outline key marketing concepts and its application to different markets
2. To identify factors and processes essential for designing marketing strategy
3. To analyze and examine the implementation of marketing concepts and strategy to firms

Course Outcomes

On completion of this course, the students will be able to

- CO1. Students will be able to explain the concept and significance of Marketing across the globe
- CO2. Students will be able to apply marketing concepts and phenomenon to current business events across the world.
- CO3. Students will be able to analyse the various marketing environment variables and interpret them for designing marketing strategy for business firms
- CO4. Students will be able to integrate market research skills for designing innovative marketing strategies for business firms

Catalog Description

Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. This course enables a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices. Students should be able to demonstrate their comprehension of marketing concepts and knowledge by applying those in their written exams, case studies discussions, presentations and projects. The assignments/projects would enable students to apply the marketing concepts and marketing mix elements practically and illustrate those through a written report and presentation. The course methodology encourages students to explore for themselves the role of a marketing manager and the boundaries of marketing.

Course Content

Unit I: 6 lecture hours
Marketing Management concepts, customer value and satisfaction, value chain, segmentation target positioning, corporate strategy concept, strategic business units, marketing environment, significance of macro environmental factors to marketing.

Unit II: 6 lecture hours
Market research, types of research and research barriers. Dealing with competitors, Porter's competitive strategy, Marketing strategy, segmentation strategies,

Unit III: 6 lecture hours
Product and brand management, product life cycle, product levels, types of brands, corporate brand and product branding, managing product lines and services, pricing strategies.

Unit IV: 6 lecture hours
Integrated Marketing communication and distribution management, significance of marketing communication in market, Advertisement objectives and mission, advertising message strategy, creativity, sales promotion, distribution and channel management, types of distribution strategy.

Text Books

Marketing Management, (English, Paperback, Philip Kotler, Kevin Lane Keller, Pearson education, 14th edition, 2015, ISBN: 9789332557185, 9332557187
Kotler, Keller, Koshy, Jha, Marketing Management, A south Asian Perspective, 12th Edition. Intl ed. US: Prentice Hall, 2002.ISBN: 8120316096.
Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall, 2002.ISBN: 8120316096.
Principles of Marketing, Kotler and Armstrong, Pearson, 12th edition., 2008, ISBN: 978-81-317-1547-5

Reference Material

Harvard Business Review, Business week, Forbes, Fortune 500, Journals of Marketing, Business and Advertising.*Newspaper:* Any national daily, The Economic Times

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Internal Assessment	MSE	ESE
Weightage (%)	30%	20%	50%

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1.	Students will be able to explain the concept and significance of Marketing across the globe	PO2, PO4, PO7, PO8, PSO9,
CO2.	Students will be able to apply marketing concepts and phenomenon to current business events across the world.	PO2, PO4, PO7, PO8, 10, 11, 12
CO3.	Students will be able to analyse the various marketing environment variables and interpret them for designing marketing strategy for business firms	PO2, PO3, PSO11, PSO10
CO4.	Students will be able to integrate market research skills for designing innovative marketing strategies for business firms	PO1, PO3, PO10, 11, 12

Program Outcome / Course Outcome mapping

Course Outcomes	CO 1	CO 2	CO 3	CO 4	CO5
PO 1	3	3	3	2	3
PO 2	3	3	3	2	3
PO 3	3	3	3	2	3
PO 4	3	1	1	3	3
PO 5	2	2	1	3	1
PO 6	2	2	2	2	1
PO 7	3	3	1	2	2
PO 8	3	3	3	3	3
PSO 9	3	3	3	1	1
PSO 10	3	3	3	2	1
PSO 11	3	3	3	2	2
PSO 12	1	1	1	3	2

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO9	PSO10	PSO11	PSO12
BBCM 151	Marketing Mgmt.	3	3	3	2	2	2	3	3	2	3	3	2
		Students will demonstrate strong conceptual knowledge of management & its functional areas.	Students will demonstrate effective oral and written communication skills in the professional context.	Students will be able to work effectively in teams and demonstrate team-building capabilities.	Students will be able to evaluate the legal, social and economic environments of business	Students will be able to describe the global environment of business.	Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business	Students will be able to apply decision-support tools to business decision making.	Students will be able to apply knowledge of business concepts and functions in an integrated manner.	Students will demonstrate conceptual domain knowledge of the oil & gas sector.	Students will apply decision-support tools to decision making in oil & gas sector.	Students will apply conceptual knowledge of oil & gas sector in an integrated manner.	Students will demonstrate employable and deployable skills for appropriate roles in management

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper



Name:

Enrolment No:

Course: BBCM 151 – Marketing Management

Programme: BBA. (FT)

Semester: Even-Jan-May 2017

Time: 03 hrs.

Max. Marks:100

Instructions:

Attempt all from **Section A** (each carrying 2 marks); any **four Questions** from **Section B** (each question carrying 5 marks). **Section C & D** is Compulsory (carrying 30 marks each).

Section A (Attempt all questions)

1.	<p>Q1. i) Which of the following is not a part of five M's of advertising?</p> <ul style="list-style-type: none"> a.) Mission b.) Message c.) Money d.) Motivation <p>ii) Which of the following is not a part of classified shopper?</p> <ul style="list-style-type: none"> a.) Variety loving shoppers b.) Habitual shoppers c.) High cognitive shoppers d.) High value deal seekers <p>iii) German cars is an example of:</p> <ul style="list-style-type: none"> a.) Primary brand association b.) Secondary brand association c.) Brand equity d.) Co-Branding <p>iv) Which of the following is NOT a part of product levels?</p> <ul style="list-style-type: none"> a) Basic product b) Expected product c) Audiometer product d) Augmented product <p>v) Divestiture strategy is most appropriate for:</p> <ul style="list-style-type: none"> a) Question marks b) Stars c) Cash cows d) Dogs <p>vi) Pull strategy means _____</p>	20 Marks	CO1 CO2
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	<p>vii) Marketing synergy is a part of:</p> <p>a) Concentric diversification b) Conglomerate diversification and integration c) Backward, forward and horizontal integration d) Horizontal diversification</p> <p>viii) EDI means _____</p> <p>ix) QFD means _____</p> <p>x) AIDA model means _____</p>		
SECTION B (Attempt any Four Questions)			
1.	What are the steps for new product development? Explain each step briefly.	5M	CO1
2.	Explain the components of Brand equity.	5M	CO1
3.	Explain the role and functions of marketing channel.	5M	CO1
4.	Explain probability and non-probability sampling.	5M	CO4
5.	What is Integrated Marketing communication (IMC)? Explain at least five	5M	CO5
SECTION C is Compulsory <i>(Attempt any two questions)</i>			
1.	Q1. With close reference to the case <i>Raju Omlette</i> evaluate the effectiveness of marketing strategies deployed by the company to establish the concept of STP. Suggest future strategies for the company in order to fight its competitors?	15 M	CO2 CO3
2.	Q2. Do a competitive analysis with reference to the case ' <i>Lays potato chips in Hungary</i> ' Suggest some promotional strategies for Lays in Hungary.	15 M	CO2 CO3
3.	Q3. With reference to the case ' <i>Google in China</i> ' evaluate the impact of macro environmental factors when a firm tries to establish itself in foreign land.	15 M	CO2 CO3
SECTION D is compulsory <i>Read the text and answer both questions that follow.</i>			
1.	With reference to the text analyze strategy of Snapdeal to win an edge over its competitors through the start-ups and acquisitions. Explain how these startups and acquisitions will help the company to give better customer value and satisfaction to its customers on the online retailing platform.	15 M	CO2 CO3
2.	Comment on the impact that Aamir Khan's statement on tolerance has had on the brand of <i>Snapdeal</i> . Do you feel that Snapdeal should continue with Aamir Khan as its brand ambassador? With close reference to the current example analyze the impact of stars and celebrities on the brand value of companies citing more examples from the Indian corporate sector.	15 M	CO4 CO5

How Snapdeal is determined to go where most ecommerce giants like Flipkart have never been

Kunal Bahl, the cofounder of Snapdeal, loves to personally work on deals. While acquiring a company, even as he works through the books of accounts, the 33-year-old also hunts for chemistry. Almost akin to the goals of courtship, Bahl wants to find companies with promoters who he can work with for years.

Not surprisingly, at least six founders of companies acquired by Snapdeal have stuck around within Snapdeal (See Founders, Keepers). So when the ecommerce major courted the discount-wallet startup FreeCharge, in early 2015, the chemistry hunt was almost filmy. Call it Kunal-calling-Kunal if you will. FreeCharge founder Kunal Shah and Bahl finalised the acquisition in 21 days, often speaking to each other past midnight (2:00-3:00 am) and doing early-morning Skype calls (around 4:00 am). They also had clandestine meetings, in three cities — Delhi, Mumbai, Bengaluru — avoiding popular meetup zones frequented either by startup nerds or finance geeks. Ecommerce startup founders are a close-knit community in India. Arch-rivals are also friends. Last month when Kunal Shah needed help with house hunting in Bengaluru (he is shifting house from Mumbai this year), he reached out to Flipkart founder Sachin Bansal, and met him at a Costa Coffee outlet in Koramangla in Bengaluru.



Now, getting back to the chemistry, Bahl and Shah had known each other for ages. Both had started in the discounts coupons business. What Bahl liked about Shah was his work ethic, his ability to take ownership of a process. It also helped that being a company focused on money transactions and discounts offered digitally, FreeCharge always laid a premium on being properly audited. Kunal Shah says: "The formal due diligence only took a few hours.

Surely Bahl loves the deal-making process, tries to keep it simple and keep out finance geeks. And he has done it many times in 2015, having snapped up more than half a dozen companies. Some were online marketplaces like Snapdeal (Exclusively), which helped it expand its domain; whilst others brought in technological heft. A 20% stake (now hiked to 42%) in a logistics firm (Gojavas) was a strategic buy. Then there was of course the biggest of them all, the \$400 million buyout of FreeCharge. The year 2015 wasn't only about mergers and acquisitions (M&A). New businesses were launched and funds were raised. FreeCharge launched a payment wallet in September.

Bahl adds a surprise punch: "There are other acquisitions which we have not announced yet, because some are too small and some are strategic."

By October 2015, Snapdeal had raised more than a billion dollars within a year. Its valuation touched the \$6.5-billion mark, as per a Goldman Sachs October 2015 report, after two successive fundraising deals, first \$500 million led by Chinese ecommerce major Alibaba and Taiwanese hardware giant Foxconn and then another yet-to-be confirmed infusion by Ontario Teachers' Pension Plan in September. While it is still way behind Flipkart, which is valued at \$15 billion, it is expected to get neck and neck with it in gross merchandise value (value of all goods sold on the platform) by March 2016. Snapdeal's gross merchandise volume (GMV) in August 2015 was roughly \$4 billion and it was the same number Flipkart had recorded for last year that ended in March 2015.

TIME TO PLAY CATCH-UP

Top retail apps by
downloads...

12 months ended
September 30, 2015

- 1 Flipkart
- 2 Paytm
- 3 Amazon
- 4 Snapdeal
- 5 Myntra

...and top retail apps by
monthly active users

12 months ended Sept 30, 2015
(android)

- 1 Flipkart
- 2 Paytm
- 3 Snapdeal
- 4 Myntra
- 5 Amazon

Source: App Annie Blog

Both Flipkart and Snapdeal are expected to be around the \$10-billion GMV mark with Flipkart probably ahead by \$2 billion, according to various estimates. The message flashing in those numbers is clear: Snapdeal has to step up the pace even as it begins to enter new areas.

Does it have enough capital and management bandwidth to handle the multi-directional expansion into assisted rural-e-commerce, television commerce, omnichannel platform Janus, peer-to-peer platform Shopo (which competes with classified ads platform Quikr) as well as the payment wallet that now competes with Paytm (FreeCharge has 20 million wallets as against Paytm's 110 million wallets). That's a question that will ensure the Snapdeal founders have their hands full in 2016. Growth is something they're accustomed to having on their plate, although in November 2015 the top team found themselves grappling with a challenge of a totally different kind.

There's Life After Aamir Khan

Everything looked hunkydory, as the Diwali season sales numbers started trickling in from early November. Expectedly, Snapdeal still lagged behind Flipkart and Amazon, but reported an improvement of on-time delivery numbers at 98.6%. "We have lowered our delivery times by 70%," cofounder Rohit Bansal told ET Magazine. According to a study by Kotak Institutional Equities, Amazon India had the largest number of unique visitors at 200 million, followed by Flipkart at 164 million and then Snapdeal at 109 million. With the sector predicted to grow at 41% compounded annually, for three years, there's headroom for all three.

However, what looked like a straightforward race between Flipkart, Amazon, Paytm and Snapdeal for customer acquisition suddenly changed with a bolt from the blue for Snapdeal. On November 24, the company's brand ambassador Aamir Khan commented on "intolerance" at a media event

Khan's admission that he and his wife even discussed whether they should settle outside India not only had a backlash against him but also against Snapdeal, which he promoted. As Snapdeal got sucked into the "intolerance-debate" some reports said within 24 hours 85,000 people had uninstalled the Snapdeal app from their phones. That may be a minuscule number compared to total installations of some 10 million on Android, but the bigger worry clearly was the potential damage to the brand. Snapdeal had to wake up to the nether side of stardom. The company distanced itself from Aamir Khan's comments to try and contain the damage. Even today it has not got a clear idea what to do with its brand ambassador. Bahl says, "No comments," when pressed. Aamir Khan's contract with Snapdeal has not been scrapped (a few days ago, the Indian government had replaced Khan with Amitabh Bachchan as ambassador of the Incredible India campaign). It's unlikely that we will see another Aamir Khan Snapdeal ad again (the last campaign was in October, prior to the sale season). The company, which is in no mood to be drawn into a discussion on this matter, is clearly grappling with being identified as a relatively successful risk-taking startup brand as well as the flip side — of that well-recognised brand being pilloried on social media when the opportunity arises

By December, Snapdeal had started reiterating its goals to steer the discussion away from Khan and the intolerance debate more towards its growth plans. It has even planned a mega-launch on Republic Day to take the app to 12 vernacular languages, probably with an eye towards a more nationalist brand association. Ramendra Singh, assistant professor of marketing at IIM-Calcutta, sees Snapdeal's expansion into different categories — from television commerce and peer-to-peer commerce to the mobile wallet — all targeted at bringing in unique customers.

"Getting different sets of unique customers in different areas will help push up the valuation along with its annual GMV," Singh says. In many ways Snapdeal's \$400 million acquisition of FreeCharge was a perfect fit. FreeCharge had a user base that was mostly metro while Snapdeal has a lot of tier II and tier III clientele.