



## Section - C Essay Questions

Answer **only three (03)** questions **including question No.1.**

Marks allocation: 50 Marks

1. Jacky Limited had been the market leader in the small car segment ever since its inception in the mid-80's. Its flagship brand the ' Jacky 800 ' has been a huge success and has become synonymous with cars in India. Consumers perceived the Jacky 800 as a 'value for money' car. It was the first 'Made in India' car to be exported to European and South American markets.

However things changed in the 90's with the entry of domestic as well as overseas companies into the automobile market, especially with the entry of Hyundai Motor India Ltd., the fully owned subsidiary of Hyundai Motor Co., Korea, and Tata Engineering of the Tata Group. Therefore Jacky faced a huge competition. According to the marketing research finding, Jacky got to know that integrated communication strategy is one way to maintain the market share of Jacky 800. Assume that you are a marketing manager of Jacky, and CEO asked you to develop an effective integrative communication strategy for Jacky 800. **You are required to prepare the strategic plan report by considering the necessary steps in the development of integrative communication strategy.**

(20 Marks)

2. "The firm's success depends not only on how well each department performs its work but also on how well the various departmental activities are coordinated to conduct core-business processes". Discuss the statement by using Michael Porter's value chain model.

(15 Marks)

3. "If this business were split up, I would give you the land and bricks and mortar, and I would keep the brand and trademark, and I would fare better than you"- John Stewart, Co-founder of Quaker Oats. Discuss the different brand development strategies.

(15 Marks)

4. "Price is only one of the marketing mix tools that a company uses to achieve its marketing objectives". Explain how decisions made for other marketing mix variables affect pricing decisions.

(15 Marks)