**Marketing Management Set 3**

**Q.1 Compulsory (20 marks)**

Sony started business by being one of the world’s best performing and innovative electronics company. It later failed on meeting customer demands when other companies competing against it and launched new innovative products. In 2005 Sony decided to change its strategy by appointing an America citizen to be the head of the Japanese company.

SONY has cut price for its Xperia X and Z5 Premium smartphones in India. The company has made Xperia X cheaper by Rs 10000, where earlier it was available for Rs 48990, the smartphone can now be purchased at Rs 38990. As for Z5 Premium, the smartphone is cheaper by Rs 8000 now, available at a price of Rs 47990.  
  
Sony's Purpose is to "Fill the world with emotion, through the power of creativity and technology." Sony AI will combine world class fundamental research and development with Sony's unique technical assets, especially in Imaging & Sensing Solutions, Robotics and Entertainment (Games, Music and Movies), driving transformation across all existing business domains and contributing to the creation of new business domains. In order to drive these projects and achieve truly innovative research, Sony is eager to work with top global AI talent with an aim to attract world-class AI researchers and engineers. Sony believes that extraordinary innovation requires diversity of both talent and approaches, and this will be reflected in the composition and operation of Sony AI. Recognizing the power and influence of AI technologies, Sony AI will contribute to society through the development of AI that is fair, transparent, and accountable.

1. What is Fair Value? Explain in detail its application in the context of the above case. (10 marks)
2. Which P’s has been given more importance by SONY? Why? also explain in brief the 4 P’s in context of the above case. (10 marks)

**(Answer any two from Q.2 to Q.5) (2x10 =20)**

**Q.2** Select any one sector of your choice and explain in detail various strategies followed by market leader of that sector along with suitable examples. (10 marks)

**Q.3** Select any one industry of your choice and analyse its marketing environment with the help of PESTEL by suitable examples. (10 marks)

**Q.4** You are planning to launch a ‘Health & fitness’ android application. Develop and design a marketing plan for the same. (10 marks)

**Q.5** According to the Ficci-KPMG Media and Entertainment Industry Report 2017, by the end of 2016, there were around 6,000 single screens and around 2,500 multiplex screens in India. Multiplexes have been adding screens at the rate of 8-9% annually over the past few years (in 2016, multiplexes together added approximately 200 screens across the country and trends indicate that the industry is likely to continue to grow at a similar pace—adding 150-200 screens a year). On the other hand, on an average, 3-4% of single screens have been closing every year.

The fear is that Jio will now do to films what it did to telecom. Disrupt the industry in every possible way, particularly the business of screen-owners.

Reliance Industries (RIL) chairman Mukesh Ambani, last week, announced that Jio's high-speed broadband and home entertainment offering, Jio Fibre, would launch a 'First-Day-First-Show' plan in the middle of 2020. Premium customers would be able to watch newly minted movies from their living rooms. Theatre-owners, the traditional destination where films release, are now a worried lot. (10 marks)

1. In context of the above case, which stage of PLC is applicable to Multiplexes? (5marks)
2. Explain in brief the BCG Matrix and its application in the case above with specific reference to Jio Fibre. (5 marks)

**Q.6 Write a brief note with suitable examples. (attempt any four) (5x4 =20 marks)**

a. VALS

b. Holistic Marketing Concept

c. Channel Conflict

d. Different kinds of Needs

e. Explain Ansoff’s Matrix

f. Draw a diagram of Porter’s value chain

g. Affiliate marketing