

Code No: MB163I/R16

MBA III Semester Regular/Supplementary Examinations, Nov/Dec-2019

STRATEGIC MARKETING MANAGEMENT

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. | a | Write about Strategic marketing analysis in detail. | 6 M |
| | b | Explain the role and significance of Strategic marketing. | 6 M |
| 2. | a | Discuss in detail about Porter's Five forces model. | 6 M |
| | b | Explain the Customer retention strategies in detail. | 6 M |
| 3. | a | Discuss the key factors in evaluating investment opportunities. | 6 M |
| | b | Explain the 7P's of marketing mix. | 6 M |
| 4. | a | Discuss in detail the strategic marketing environment. | 6 M |
| | b | Explain the importance of customer service in strategic marketing environment. | 6 M |
| 5. | a | Explain the nature and potential of key market segments in new product development. | 6 M |
| | b | Mention the impact and significance of political environment while developing a new product. | 6 M |
| 6. | a | Discuss the concept of marketing audit in detail. | 6 M |
| | b | Explain the following:
i. Direct or indirect sales strategy.
ii. Late followers. | 6 M |
| 7. | a | Discuss corporate strategy and its implementation. | 6 M |
| | b | Explain in detail "Fashionisation of markets" | 6 M |

Kingfisher Airlines (KFA) launched its domestic air service operations in May 2005. KFA was promoted by the UB Group and was positioned as a budget carrier that offered a single class- 'Kingfisher Class'. KFA was one among the very few airlines which offered discounted ticket prices with its aggressive pricing strategy.

KFA successfully leveraged the youthful and vibrant image of its Kingfisher Beer brand and called its airlines as 'Funliners' to emphasize the fun-filled experience. It had targeted most of the customers in the age group of 25-40 years. Within the first six months of its launch, KFA managed to corner a 6% market share in the domestic air travel market.

KFA also had plans to operate on international routes. However, the increasing popularity of low-cost airlines like Air Deccan, launch of new low-cost carriers like SpiceJet and GoAir, and Jet Airways' acquisition of Air Sahara, further intensified the competition in the Indian aviation sector. In an effort to make KFA profitable at the earliest, KFA modified its 'single class' approach and began to offer an upgraded business class service- 'Kingfisher First'.

Questions for discussion:

- i. Discuss the marketing techniques adopted by Kingfisher Airlines.
- ii. Understand the opportunities and challenges for a newly established airline in the Indian aviation industry.
