Sr. No. of Question Paper : 5212   **H**

Unique Paper Code   : 2922102403

Name of the Paper   : Marketing Management

Name of the Course   : **B.A. (Hons.) Business Economics (BBE)**

Semester   : IV

Duration : 3 Hours   Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Read the instructions of each section carefully.

3. Attempt **two** questions each from **Section A** and **Section B**.

4. **Section C** is compulsory.

Section A

*(Attempt any **TWO** questions)*

1. The five forces of Porter's Model measure competitiveness of a market. Discuss the model in the context of the soft drink market. (18)

2. "All products pass through all stages of life cycle and there is no relevance of different strategies for different stages of life cycle." Comment on the statement with suitable example. (18)

3. Write short notes on the following : (18)

   (a) Points of Parity vs. Points of Difference

   (b) Psychological Pricing

   (c) BCG Matrix

Section B

*(Attempt any **TWO** questions)*

1. Aveda Chemicals, Nagpur based sole propriety unit, has developed a new onion based ayurvedic hair oil. The product is helpful in treating hair damage and

hair fall. All formalities including packaging, labelling and branding have been completed. Mr. Abhinav Gambhir, the promoter of the firm, is planning to launch the product in Maharashtra. What basis would Mr. Gambhir consider to segment the market? How would he identify the segment to target? Design a suitable advertising programme for Aveda Chemicals and also suggest suitable sales promotion tools for its product. (18)

2. Lenskart, the Indian optical prescription eyewear retail chain, has launched Aqualens - a new contact lens brand. It includes a top-quality lens and a varied product range at an attractive price range. What elements of the promotion mix will you adopt for the brand promotion of Aqualens. Create a detailed Promotion mix for the same. (18)

3. Ajay was appointed as the marketing head of Alfa Enterprise, a manufacturer of toothpastes and toothbrushes. His target sale was 2000 units a month. Apart from thinking about various channels of distribution to achieve the target, he himself started

visiting schools in backward areas. He found that even after taking various steps and counselling, some school children had not started brushing their teeth. He investigated and found that they could not start brushing their teeth. He investigated and found that they could not afford to buy toothbrush and toothpaste. So with due permission, he started donating 200 toothbrushes and toothpastes every month to the school.

(i) Identity the channel of distribution Ajay would adopt for the distribution of toothpaste and toothbrushes and justify it by giving one reason.   (10)

(ii) State any two values which Ajay wants to communicate to society.   (8)

Section C

(The question below is COMPULSORY)

5. Read the case study below and attempt the questions following it :

In April 2022, a filing with the <u>Securities and Exchange Commission</u> expressed the intent for Twitter to merge with one of Musk's corporate entities, X Holdings. After Musk completed the deal to acquire Twitter in October 2022, he took steps to merge Twitter with X and rebrand the company.

However, Musk used a different company, X Corp., which he registered in Nevada in March 2023, to merge with Twitter. He also registered two other companies in Nevada in the same month: X Holdings Corp. (the new parent of X Corp.) and X.AI Corp. The merger between Twitter and X Corp. took place in April 2023. In a court filing in <u>California</u> in early April 2023, it became clear that Twitter, as a company, "no longer exists."

Today, X is primarily run as a social media platform, although Musk has expressed an interest in making it an "everything app," including for <u>financial transactions,</u> similar to China's <u>WeChat</u>.

2009-2013: From novelty to news source

Twitter's social networking roots were obvious in April 2009, when actor Ashton Kutcher emerged as the victor in a race with CNN to become the first Twitter user to collect more than a million followers. Although celebrity "e-watching" remained a significant draw to the service, businesses soon began sending tweets about promotions and events. Political campaigns discovered the value of Twitter as a communication tool.

- The 2008 U.S. presidential election saw Barack Obama dominate his opponent, John McCain, in the social media sphere, amassing almost four times as many Myspace friends and more than 20 times as many Twitter followers. This development ensured that future candidates would include a social networking presence in their media strategies.

- On January 15, 2009, a tweet by commuter ferry passenger Janis Krums broke the story of the successful water landing of US Airways flight 1549

on the Hudson River in New York City. A hastily snapped camera phone image of passengers disembarking the half-submerged aircraft established the platform as breaking news so.

- Following the earthquake that struck Haiti in January 2010, Twitter reaffirmed its role as a powerful tool for the dissemination of information. It became an effective fundraising platform when the Red Cross launched a mobile giving campaign that surpassed all expectations.

- In 2009, Twitter also introduced a verification badge—a blue check mark—for accounts of famous people. St. Louis Cardinals manager Tony La Russa had sued Twitter over a parody account, and in response, Twitter announced that it would verify accounts of government agencies, public officials, and celebrities.

2013-2023: Twitter as a public company

In September 2013, Twitter filed to become a public company. It announced the news to the public in a

tweet. In November, its initial public offering (IPO) raised $1.8 billion, giving it a market capitalization of $31 billion. Twitter traded under the ticker symbol TWTR.

Some notable events while Twitter was a public company included :

- **Dorsey, redux.** In October 2015, Jack Dorsey returned as CEO. Twitter had continued to grow in popularity, but it had still not become profitable, so the company added other features in an effort to increase user interaction.

- **Moments.** Twitter added a new feature, **Moments,** in October 2015, allowing users and the service to create curated thematic collections of tweets and other content. (Moments would be replaced in 2017 with **Explore,** in which trending subjects including Moments were collected, but that feature was also short-lived.)

- **Content feed algorithm.** In March 2016, Twitter replaced its chronological timeline (in which tweets

were ordered by time) with an algorithmic timeline in which tweets that were popular on the service, or even tweets that were liked by the people a user followed, would appear first.

- **Profitability.** Twitter finally became profitable in the final quarter of 2017, when it had 330 million monthly users. Twitter would post positive earnings in only two of its eight years as a publicly held company.

- **Character count.** The character limit of a tweet was increased from 140 to 280 characters in 2017.

- **mDAUs.** Early in 2019, Twitter switched from tracking monthly users to "monetizable daily active users," the number of users in a day who were exposed to ads.

- **Stories-killer?** Fleets, added in November 2020, were collections of tweets and other content that were designed to vanish within 24 hours, much like Stories on the social networks **Snapchat** (SNAP) and **Meta's** (META) Instagram and

Facebook platforms. Fleets failed to catch on wi[th] users, and the feature was discontinued in Augu[st] 2021.

- **Spaces.** In May 2021 Twitter introduced Spaces, in which accounts with more than 600 followers could host live audio conversations.

- **Dorsey steps down.** In November 2021, Dorsey stepped down as CEO again and was replaced by chief technology officer Parag Agrawal.

Controversy during the Musk era

After the acquisition, Musk disbanded Twitter's content-moderation body and reinstated many banned accounts, most notably that of former U.S. President Donald Trump, who had been suspended after the U.S. Capitol attack on January 6, 2021. Advertising revenue fell sharply as many companies withdrew their ads from the platform, which has been completely rebranded to erase the previous branding related to Twitter. "Tweets" are now referred to as "posts." In 2023, X and Musk became embroiled in controversy

about how many of his changes have made the platform a less reliable information resource. One accusation of misinformation is related to the Israel-Hamas War. European regulators issued a warning to Musk and insisted that he respond with how he is battling illegal misinformation on the website. Musk has claimed to be a "free speech absolutist" in the past, but some of his decisions have had the effect of throttling posts critical of him and the changes to the platform. Criticisms of X under Musk include concerns that hate speech and violence has been more likely to spread, especially with Musk's move to change how the "block" and "mute" functions work. He has been accused of enabling cyber bullying by changing how these functions work.

A look ahead

Once an iconic online social media brand, Twitter has been replaced entirely by X. At issue is whether the website will viewed as an unvetted "town square" or source of reliable information. Attempts to replicate Twitter and provide the same level of service by other

companies have so far proved insufficient. However, it's unclear whether Musk's approach will truly result in an "everything" app, whether such an app would receive regulatory approval, and whether X will remain sustainable as a social media platform.

Read the above case study on Twitter and answer the following questions

  (i)   Attempt a SWOT analysis for Musk.   (6)

  (ii)   Discuss the importance of scanning marketing environment in context of Twitter.   (6)

  (iii)   What are the characteristics of services as distinct from products.   (6)