

**School of Finance and Commerce****Master of Business Administration in Financial Management  
Semester End Examination - Jul 2024****Duration : 180 Minutes  
Max Marks : 100****Sem II - H1PE204T - Marketing Management**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

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| 1)  | Define public relation.   | K1(2)  |
| 2)  | Differentiate product line and product mix.   | K2(4)  |
| 3)  | Explain factors affecting sales promotion.  | K2(6)  |
| 4)  | Examine process of market segmentation.   | K3(9)  |
| 5)  | Discuss process of innovation diffusion in detail.  | K3(9)  |
| 6)  | Examine service marketing -mix in detail.   | K5(10) |
| 7)  | Analyse process of positioning with examples.   | K4(12) |
| 8)  | Write basis of market segmentation in detail with examples.   | K5(15) |
| 9)  | Examine product life cycle and its strategies used on each stage. Mention examples.   | K5(15) |
| 10) | When the world's largest furniture retailer, IKEA, decided to enter the second most populous country in the world, it wasn't a mere news. Founded in Almhult (Sweden) and headquartered in Leiden (Netherlands), IKEA had taken 12 years to enter India with quite a few firsts (departure from its global practices) for its 'long-term' play. IKEA built a global business empire selling affordable, Scandinavian-design inspired furniture with DIY model. Having honed the IKEA WAY over 51 countries with 403 stores and \$40.2 billion sales, IKEA's India entry was quite a news globally and in Indian business landscape. IKEA's entry was a news for a few firsts as it entered India. As of September 2018, IKEA's \$1.9 billion investment had been India's biggest single-brand FDI. For the first time ever, IKEA was experimenting with an omni-channel retailing strategy starting from Mumbai in 2019. IKEA's Hyderabad store has IKEA's biggest restaurant with 1000-seater with customized Nordic - Indian menu. DIY seemed to be replaced with LUHY (Let Us Help You) with home-delivery (using e-vehicles) and assembling services (tie-up with UrbanClap). IKEA's first Indian store was launched in Hyderabad on August 9th 2018 after postponing the inauguration once (slated for July 19th 2018). The 4-storied store in HITEC city (2 floors for parking) was built in 400,000-square-foot (37161.26 square metres) with 7,500 well-researched products (1,000 products selling below ₹200) had been quite a business | K6(18) |

disrupting force for Indian retailing industry in general, and for Indian furniture retailing industry in particular. While Hyderabad welcomed IKEA store with warmth, the CEO, Peter Betzel (Peter) stared at quite a few daunting challenges including product labelling (with MRP), taxes, IPRs, discerning Indian consumers and most importantly how the established competitors (offline as well as online) would ready their stealth weapons to take on India's new guest. Would Peter set the ground for IKEA to open 25 IKEA stores by 2025, as planned? Questions : 1. "how a global business player makes a new market entry decision through a series of well-crafted and meticulously executed steps" Discuss, Question No : 2. Analyze IKEA India's market entry strategy – from announcement to the first store launch – and debate on its efficacy for Indian consumer retail landscape. Question No 3: Discuss and debate on the best possible options for Peter Betzel to navigate IKEA India through the impending business challenges