

Time: 2 Hrs

Marks: 50

- N.B. 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Read the following case and answer the questions given below: **10**

PTC food division decided to enter the fast growing (20%-30% annually) snacks segment. The wafer snacks market is estimated to be around Rs.250 crores. It had only one national competitor – Trepisco's Trito. After a year, its wafer snack brand – Ringo, fetched 20% market share across the country.

The company could take the advantage of its existing distributing network and also source potatoes from farmers easily. Before entering the market, their team made a customer survey in 14 cities of the country to know about the eating habits of snacks of people. The results showed that the customers within the age group 15-24 years were enthusiastic about experimenting new snack taste. The company came out with 16 flavours with varying tastes suiting to the targeted youngsters on the assumption that it was easier to reach the whole family. Advertising in this category was extremely crowded. Every week, two to three local products in new names were launched. To break through this clutter, the company decided to bang upon humour appeal. The company used all possible media – print and electronic, both including the creation of its own website, with offers of online games, contests, etc. The website was advertised on all dotcom networks along with FM radio channels in about 60 cities with large hoardings at strategic places.

Analysts believe that Ringo's success story owes to a lot of PTC's widespread distribution channels and aggressive advertisements. Humour appeal was a big success. PTC is paying 4% higher margin than Trepisco to retailers. Ringo is racing ahead of Trepisco in capturing market share. Retail tie-ups, regional flavours, humour appeals have helped PTC but PTC still wants a bigger share in the market and in foreign markets also, if possible.

- Q.1 What are the strengths of PTC? (02)
Q.2 What kind of marketing strategy was formulated and implemented for Ringo? (03)
Q.3 What else needs to be done for Ringo to enlarge the market? (03)
Q.4 What should be the action plan of Trepisco's Trito? (02)

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Q. 2 Answer the following (Any One)

A) Define Strategic Management. Explain the Process of Strategic Management

OR

B) Discuss internal and external factors affecting corporate renewal strategies.

Q. 3 Answer the following (Any One)

A) Write a detail note on Turnaround strategy.

OR

B) What is Strategic Formulation? Explain its importance.

Q. 4 Answer the following (Any One)

A) What is strategic alliances? Elaborate the types of strategic alliances.

OR

B) Explain in detail about financial Strategy.

Q. 5 Answer the Following (Any One)

A) Write a detail note on Business Process Re-engineering.

OR

B) Bring out the challenges in business start ups.
