

**P09/MM2201/EE/200811**

**Marketing Research**

**Time : Three Hours**

**Marks : 100**

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**Instructions to Candidates :**

- 1) There are **two** sections.
  - 2) Section I carries **60** marks and Section II carries **40** marks.
  - 3) Attempt **any four** questions from Section I.
  - 4) In Section II, the Case Study question is **compulsory**
  - 5) Figures to the right indicate full marks.
  - 6) Answers to the two sections should be written in **one** and the **same** answer book.
  - 7) Non scientific calculator is allowed.
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**SECTION I**

1. State the factors determining the sample size. Give the various types of sampling. **15**
2. Write short notes on following : **15**
  - a) Conjoint analysis.
  - b) Factor analysis
  - c) Cluster analysis
3. What is survey research ? What are the types of surveys ? **15**
4. Where is advertising research useful ? State its areas of applications. **15**
5. State the main data collection stage. **15**
6. State the problems of secondary sources. **15**

## SECTION II

7. Mingo is the new product of a well known food company. The product is a packed snacks having three different flavours. The company wants to introduce the products to the urban as well as rural markets of Maharashtra. With the help of its team the C.E.O. recognized that there is a need for a different type of advertising in the rural and urban areas.

Questions :

- a) Suggest the correct tool advertising research to the company. **20**
- b) What method will you use to collect the primary data ? Explain. **20**
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P09/MM2202/EE/200811

Advertising and Sales Promotion

Time : Three Hours

Marks : 100

Instructions for the candidates :

- 1) There are **two** sections.
- 2) Section **I** carries **60** marks and Section **II** carries **40** marks.
- 3) Attempt **any four** questions from Section **I**.
- 4) In Section **II**, the Case Study question is **compulsory**.
- 5) Figures to the right indicate full marks.
- 6) Answers to the two sections should be written in **one** and the **same** answer book.

SECTION I

1. What is Sales Promotion ? Discuss the various objectives of Sales Promotion. 15
2. Discuss the various types of consumer promotion and trade promotions. What are the advantages of these promotions to the company ? 15
3. Critically evaluate the advertising media in Modern Marketing and discuss the features of various types of support media. 15
4. What do you understand by creative strategy and its role in advertising ? What are the various alternative creative strategies for advertising ? 15
5. What are the guidelines to be considered for sales promotion ? How you will evaluate the sales promotion ? 15
6. Discuss the various modes of payment for an advertising agency. Which according to you is the best and why ? 15



## SECTION II

Surf already has a good formulation and it does not want to offer any more discounts. Strengthening its position on the kid's platform is the best idea for the brand. Instead of the usual discounting or reformulating the route adopted for its other fabric wash brands. HLL decided to offer its leading brand of surf with the noble-proposition of 'Scholarship for kids to study abroad'. A promotional scheme called 'colour your future' was launched. By painting a picture based on what the child wants to grow up to become. HLL invited parents to buy its brand to win scholarship in the form of Fixed Deposits between Rs. 1 lakh and Rs. 5 lakh for zonal and national winners respectively. The paintings were titled 'I want to be ..... ' targeting children in the 4-12 age groups. The company judged the paintings more on the quality of the idea used in the paintings than by the painting skills employed. The Fixed Deposits of the children who won will mature by the time they turn 18.

Clinic Plus Family Health Shampoo ran the 'Golden Future' contest a celebration of the strong bond between a mother and her daughter. About 160 girls school across 40 towns in Maharashtra were approached where the students wrote an essay titled 'Why my mother is the best mother in the World'. They wrote about all the things that their mothers were doing to ensure a golden future for them. The three winners were selected by an eminent panel. The first prizes was Rs. 1,00,000 in the form of fixed deposits. The second prizes was a fixed deposit of Rs. 50,000 and the third prize was a computer worth Rs. 30,000. Executives of HLL feel that Indian women are immensely talented and form the bedrock of their families achievements. Yet the efforts of the mother who invests and sacrifice so much for success for her children is rarely highlighted or celebrated. The 'Golden Future' organized by Clinic plus attempted to do this.

Questions :

- |  |    |
|--|----|
| a) Whether the scheme will strengthen the position of Surf a product of HLL ?  | 10 |
| b) Whether the scheme adopted by HLL for their product 'Clinic Plus Health Shampoo' will get better result in market ? | 10 |
| c) Do you agree with the Company's decision ? If yes why ?   | 10 |
| d) In your opinion which scheme will be better ?   | 10 |



**P09/MM-2203/EE/200811**

**Consumer Behaviour**

**Time : Three Hours**

**Marks : 100**

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  - 3) There are 6 questions in Section I out of which **any four** are to be attempted.
  - 4) Section II has 8 questions and **all** are **compulsory**.
  - 5) Figures to the right indicate full marks.
- 

**SECTION I**

1. What do you mean by market segmentation ? What are the variable used in market segmentation ? **15**
2. What is perception ? What are the elements of perception ? What are Dynamics of perception ? **15**
3. Who is an opinion leader ? What are the characteristics of an opinion leader ? **15**
4. What is Integrated Marketing Communication ? What are the Explicit and Implicit feature of Integrated Marketing Communication ? **15**
5. What is organizational buying behaviour ? Discuss the various characteristics of business buyer. **15**
6. Define the following terms :- **15**
  - i) Just in time purchasing (JIT)
  - ii) Reverse Marketing
  - iii) Centralized purchasing
  - iv) Lease

## SECTION II

7. Hyundai Motors India the country's second largest passenger car manufacturer launched two new models during 2007. The Tucson a compact sports utility vehicle came first and was pitted against the Honda CR-V and the Nissan XTRAC. The other more important and more awaited launch was that of the Sonata Embara.

The New Sonata was distinctly simpler yet attractive compare to its more stylish, but strongly Asian looking predecessor. The New Sonata's European looks and precise and well finished but exciting, interiors caught the attention of connoisseurs. They liked the car despite its resemblance to a couple of other super luxury sedans.

It was priced attractively too compared to competing cars in its size class such as the Honda Accord - and the Toyota Camry customer perception of Hyundai associated the brand to be a small car manufacturer. The Sonata suffered due to these perception reflected in the car's sales Numbers.

Questions :-

- i) Whether company should focus on the first product i.e. Tucson as small cars manufacturer? 10
  - ii) Give the opinion regarding competition in Car Market Discuss in the case what steps should company take? 10
  - iii) What steps should be taken by the company to change the perception for their New Car i.e. Sonata Embara? 10
  - iv) As a Marketing Manager you have to suggest that the company should focus on the pricing strategy or advertising strategy or perception of consumers. 10
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**P09/MM2204/EE/200811**

**Industrial Marketing**

**Time : Three Hours**

**Marks : 100**

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**Instructions to Candidates :**

- 1) There are **two** sections.
  - 2) Section I carries **60** marks and Section II carries **40** marks.
  - 3) Attempt **any four** questions from Section I.
  - 4) In Section II, the Case Study question is **compulsory**
  - 5) Figures to the right indicate full marks.
  - 6) Answers to the two sections should be written in **one** and the **same** answer book.
  - 7) Non-scientific calculator is allowed.
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**SECTION I**

1. What are the current trends in industrial marketing ? **15**
2. Explain the purchasing practices of industrial customers. **15**
3. Describe the new product development process with respect to industrial marketing. **15**
4. Discuss the major decisions involved in bidding. **15**
5. Explain the types of industrial promotions in sales. **15**
6. Write short notes on **any three** : **15**
  - a) Buying roles in Industrial Marketing.
  - b) Assessing corporate image
  - c) Pricing levels.
  - d) Diversification
  - e) Stretch integrative model

## SECTION II

7. Read the given case and answer following questions.

“Make it fast”, said Mr. Naveen Das, Marketing Manager of Indhra Cements. The labour started loading the cement bags into the transport vehicle. “Good Morning Naveen”, said Mr. Mohan Rao, a renowned builder of the city. “Morning, How are you?” replied Mr. Naveen. They shared lot of their interests and discussed their companies and individual achievements in the recent past. Meanwhile, the office assistant, Mr. Sailu Rajan had come and gave the bill to Mr. Naveen Das. The bill was written for Rs. 14.5 lakhs. Mr. Naveen gave it to Mr. Mohan Rao and left the place. Mr. Mohan Rao paid the amount to the Accounts Department.

Indhra Cements was established in 1977 by Veer Indhra. The company was performing well since its inception. The company is clear about its own goals and is properly directed. The progress of the company was admirable and it is now stretching to other parts of the country too.

The company sells the cement bags to different industries where the construction work involves. The distribution of the sales of the company is of three modes. It has an outlet near the manufacturing unit. It has its own channel partners through out the country. The industries are directly targeted.

Individual customers came directly and purchased the cement bags in the outlet near the manufacturing unit. Each bag is sold for Rs. 20 less than the market price. The company does not concentrate much about this outlet.

The channel partners are charged at Rs. 135/- per each bag with an additional free transportation facility. The company maintains strategic relationship with its channel partners and they were invited to discuss the key issues at the company. Their opinions and suggestions are also welcomed.

The company targets the industries directly and keeps a close relationship with them. Each bag is offered at Rs. 145 with no transportation facility.

Presently, the composition of the sales of the company is 55% from industries, 40% through channel partners and 5% from the individual customers. The market price of each cement bag is Rs. 180 today.



Questions :

- a) Why does Indhra Cements maintain good relationships with the industries, and not much with the individual customers ? 10
  - b) Why does the company want to keep one small outlet near the manufacturing unit ? Can't it be replaced by one of its channel partners ? 10
  - c) The present offer of an extra Rs. 10 to the industries relative to individual customers should be replaced by a free transportation facility. What do you say ? 10
  - d) Why is the company targeting the industries directly ? Can't it do so by targeting its channel partners ? 10
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P09/MM2205/EE/200811

Services Marketing

Time : Three Hours

Marks : 100

Instructions to Candidates :

- 1) There are **two** sections.
- 2) Section I carries **60** marks and Section II carries **40** marks.
- 3) Attempt **any four** questions from Section I.
- 4) In Section II, the Case Study question is **compulsory**
- 5) Figures to the right indicate full marks.
- 6) Answers to the two sections should be written in **one** and the **same** answer book.
- 7) Non-scientific calculator is allowed.

SECTION I

1. How do the unique features of services make the marketing of services different from the marketing of goods ? 15
2. Discuss the various elements of positioning. 15
3. Discuss the process of setting service standards. 15
4. Discuss the various methods of managing customer demand in services. 15
5. What is industrialisation of service encounter ? What are the various methods by which this can be accomplished ? 15
6. What do you mean by 'service detection' ? How is this process undertaken ? What are the issues faced by a service organisation in detecting services ? 15



## SECTION II

7. Read the case given below, analyse it and answer the questions followed by case.

HDFC Bank has launched a corporate credit card for the Small and Medium Enterprise (SME) segment, jointly with MasterCard. The card, named HDFC Bank PowerPlus Business Card can be used to pay for business expenses, and is linked to the cash credit account of the company. Since the card is used solely for business purposes, any finance charges incurred would be tax-deductible. The monthly statements will clearly show the business expenses and help companies claim tax exemptions. The credit limit for the card has been set at Rs. 25 lakh per company. Each company will get five individual cards for their employees. Each individual card has a maximum limit of Rs. 5 lakh and minimum limit of Rs. 2 lakh. The annual fee is Rs. 25,000 and joining fee is Rs. 500. The interest rate on the card is 1.5 per cent per month. Other benefits include 50 per cent discount on 10,000 hotels worldwide, and an insurance cover of up to Rs. 1 lakh in the case of lost or stolen cards. For this card, the bank is looking at spending and penetration, not absolute numbers.

HDFC has identified three kinds of SME customers in terms of the size and the nature of their business — the small traders or businessmen; industrial entities with an annual turnover of up to Rs. 200 crore; and supply chain management companies which deal with most of the large corporates. HDFC's SME portfolio is growing fast. The bank's SME portfolio is now 15 per cent of its corporate portfolio. While the corporate portfolio is expected to grow by 20 to 25 per cent on a year-on-year basis, the SME segment is likely to grow at 50 per cent. Therefore, the SME segment presents immense potential for HDFC.

Questions :

- a) Discuss the important points about the segmentation of customers implemented by HDFC for credit cards. 15
- b) Which is the successful segment in your view ? Why it is successful ? Give the logical reasoning for it. 15
- c) What steps should be taken for improving the potential and making a successful corporate segment ? 10



P09/MM2206/EE/200811

Brand Management

Time : Three Hours

Marks : 100

**Instructions to Candidates :**

- 1) There are **two** sections.
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- 4) In Section II, the Case Study question is **compulsory**
- 5) Figures to the right indicate full marks.
- 6) Answers to the two sections should be written in **one** and the **same** answer book.
- 7) Non-scientific calculator is allowed.

**SECTION I**

1. Explain the various stages in building a successful services brand. 15
2. Describe the 'defining advertising objectives' and establishing the advertising spent. 15
3. Differentiate between pre-testing and post-testing of advertisement effectiveness. What are the advantages of each of these measurement techniques ? 15
4. Explain the seven factors of brand building. 15
5. What is 'Revitalising of Brand' ? Explain brand revitalising strategies. 15
6. What is 'Brand Port-Folio' ? Why should a company maintain a port-folio of brand ? 15

## SECTION II

7. Read the following case. Analyse it and answer the questions given below.

### MEDIMIX : Just the Right Mix

Medimix is an ayurvedic soap made and marketed by Chennai-based Cholayil group. It has built its success on medical platform.

Revenue	Rs. 50 crore (1998) Rs. 200 crore (2001)
ORG Rating	No. 9
marketing	No high-decibel promotion Down-to-earth packaging No compromise on its shape, perfume or colour.
Plants	Six Plants make 1.5 crore cakes of soap each weighing 75 gms and 30 lacs cakes of 125 gm variety
Manufacturing process	Manual. No power used. Cutting done by hand-operated hydraulic cutters. Modern plant to be set up in Goa.
Origin	Dr. V. P. S. Sidhan, after retiring from the railways, focussed on skin-care products of ayurvedic origin. His work with Viprathy Oil (extract of wild ginger) and its effectiveness in treating skin conditions yielded promising results. He wanted to deliver the benefits of this research and thus Medimix was born. It contained 18 herbs in a coconut oilbase. In 1969, Medimix was launched.
Word-of mouth publicity	The soap got established in the market on the basis of word-of-mouth publicity given by the actual users.
Tonnes sold	2625.3 tonnes (July-September; 2001 ORG figures) out of which 1873.7 tonnes were sold in South zone only. In South, it is the sixth highest seller. Total soap market 3 lac tonnes. Ayurvedic soaps comprise 7 p.c. of which Medimix has 3 p.c.

Rural marketing	Medimix started its sales from rural markets. The village kiranawalla was targeted. He influenced the decisions of the buyers. Village melas were attended. People were addressed directly.
National marketing	The brand went national just in 1999.
Competitor	Chandrika — it has taken the direct marketing route.
Hotels targeted	Between 1969 and 1990, the growth was slow. The firm has taken off now. It targets 3000 small hotels all over India. Soaps supplied at cost, and not MRP.
Farther targets	NRIs in the middle east.
Exports	Brazil and Italy

Questions :

- a) What different steps would have been taken for revitalising the brand 'Medimix'? Discuss. 20
- b) Discuss the different factors that have created 'Brand Equity and 'Brand Loyalty' in the case of Medimix. 20





P09/MM-2207/EE/200811

**Rural Marketing**

**Time : Three Hours**

**Marks : 100**

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  - 5) Figures to the right indicate full marks.
  - 6) Answers to the two sections should be written in **one** and the **same** answer book.
- 

**SECTION I**

1. Discuss the essential differences between commercial marketing and social marketing. **15**
2. Describe distribution strategies used in rural marketing. **15**
3. Explain the impact of cooperatives on rural marketing. **15**
4. Discuss different types of rural credit institutions. **15**
5. Explain the peculiar characteristics of agricultural products. **15**
6. Write short notes on **any three** : **15**
  - a) Regulated markets.
  - b) Concept of rural marketing.
  - c) Product positioning.
  - d) Rural communication.

## SECTION II

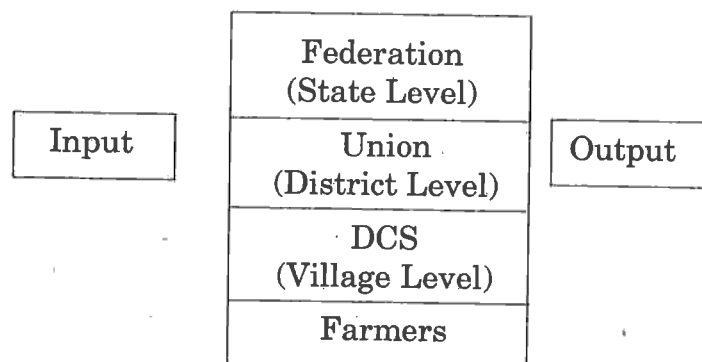
7. Read the given case and answer the following questions.

Case : Cooperative Dairying in Western U.P.

Western U.P. comprises of 19 districts. It is spread over the ancient culturo-geographical regions of Rohilkhand, Upper Ganga-Yamuna Doab and Agra etc. The actual beginning of modern dairying was in the middle of the 19<sup>th</sup> century. It was the second quarter of the 20<sup>th</sup> century that creameries, ice cream factories, fluid milk bottling plants, condensaries and dry milk plant were established, and dairying was run on modern lines, and dairying assumed the form of a full fledged industry. Western U.P. is the birth place of the modern dairy industry. The first modern dairy firm was started in 1897 by a Swedish dairy expert Mr. Edward Keventer, near Chherat in Aigarh district. Glaxio Laboratories Ltd., Manzoorgarhi (Aligarah); Hindustan Lever Milk Factory, Etah; State Dairy Unit, Agra; Dalpartpur Baby Milk Factory, Dalpatpur (Moradabad) etc. are some of the private dairies in western U.P. The main functions of dairy cooperatives are as follows:

- i) Promoting dairy industry on modern lines;
- ii) Providing technical advice and guidance and extending necessary facilities to their members;
- iii) Finding places for dairying and pasture, arranging availability of dairy equipment and providing storage and transportation facilities;
- iv) Providing finance and credit facilities to the members and;
- v) Providing veterinary services.

Dairy Development Department was created in 1976. Rajya Dugdh Parishad and Pradeshik Cooperative Dairy Federation Ltd. are the two state level organizations which promote dairying in the state. PCDF was set up in 1962 in the form of cooperative society, while dairy cooperatives in the state back in 1917 when the first cooperative society was established in Allahahbad. Later on, Lucknow (1938), Allahabad (1941), Varanasi (1947), Kanpur (1948), Haldwani (1949) and Meerut (1950), milk unions were established. With the launching of operation Flood I, II and III, milk production in the state has tremendously increased. The marketing of milk and milk products is being followed on the lines of Anand pattern i.e.



The problems of cooperative dairies in the Western U.P. are :

1. Non-optional units and under-utilization of installed capacity.
2. Sudden closure of cooperative units.
3. Inadequate and traditional means of transport.
4. Lack of finance and credit facilities.
5. Lack of properly organized system of marketing.
6. High cost of imported equipment and machinery.
7. Absence of cooperation amongst members of cooperatives.
8. Lack of effective legislative measures to regulate the milk market.

Questions :

- a) Analyse the case and suggest a marketing plan of milk and milk products on cooperative line. **20**
- b) Give an SWOT analysis of Cooperative Dairying in Western U.P. **20**



P09/MM2208/EE/200811

Sales and Distribution Management

Time : Three Hours

Marks : 100

Instructions to Candidates :

- 1) There are **two** sections.
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- 5) Figures to the right indicate full marks.
- 6) Answers to the two sections should be written in **one** and the **same** answer book.

SECTION I

1. Why is there a change in the role of sales management from just selling to relationship selling ? What is key account management ? 15
2. As a sales manager of a company selling mobile handsets, design a suitable training programme for the sales force. 15
3. What is sales budget ? Explain the budgeting process and methods of sales budgeting. 15
4. "Direct Marketing has boomed in the recent past due to changing market condition". Comment. 15
5. What is a marketing channel ? Explain role and functions of marketing channel. 15
6. Explain the various components of physical distribution and significance of the physical distribution system. 15

## SECTION II

### 7. Case Study

#### Sundaram Soap Company

Sundaram Soap Company which was established in 1935 had grown into one of the leading manufacturers of soaps and washing products. Its product enjoyed a high reputation in the market. The Company's head office and factory were situated in Bangalore. After World War II, the company established a nationwide distribution organisation.

One of its branch offices was established in 1972. This office functioned under the direction and control of a Marketing Manager, who was assisted by four salesmen and an office staff. The company distributed its product in Lucknow through a) stockist and b) wholesaler to about 6,000 retailers. The stockist dealt exclusively with the product of the company in four different areas of the market. Each stockist had one or two salesmen who frequently called on the retailers and sold the company's product. The company also often sent their own salesmen to assist the stockist in selling.

Besides the stockist, the company had appointed about 90 wholesalers. These wholesalers distributed a variety of products of different companies besides Sundaram products. Every wholesaler received 3 percent commission on purchase, subject to the condition that an order be placed for a minimum amount of Rs. 500. In addition to paying commission, the company provided stockists and wholesalers with promotional aids such as free advertisements and handbills. The company also gave a guarantee that it would be willing to take back any unsaleable or damaged stock.

The salesmen of the company made frequent visits to the retail units and watched whether wholesalers provided prompt service to the retailers and consumers. Each salesman submitted a periodical report to the marketing manager on his activities in the field.

In 1990, the company's sales in the Lucknow branch amounted to Rs. 15 lakhs which compared very favourably with those of previous years. However, the marketing manager received many complaints from the company's salesmen from some retailers and from consumers. It was reported that there was much undercutting by the wholesaler in the prices of the company's product. The marketing manager investigated the problem. His investigation showed that there was keen competition among the wholesalers which led to undercutting.

Some wholesalers sold their products to semi-wholesalers who had no separate establishments of their own. Many wholesalers passed on to the retailers their entire 3 percent commission and were satisfied with the values of the empty cases which they got after distributing soaps to the retailers.

Each wholesaler handled a wide range of products of different companies and so the undercutting of price in Sundaram products and the consequent loss of certain percentage of profit did not affect them very much.

The salesman of the company advocated elimination of wholesalers. In their opinion the company had already established its reputation.

The marketing manager recognised that direct selling would result in many advantages from the point of view of better control over prices better relations with retailers. The company was also in a strong position to take its product to any part of the market. The marketing manager also feared that the wholesaler, if eliminated, might distribute for competitors, which would adversely affect the company's sale.

Questions :

- a) What are the basic deficiencies in the existing distribution system of the company ? 10
- b) What are the strengths and weaknesses of the marketing mix of the company ? 15
- c) What steps would you recommend to the company to overcome their distribution problems and why ? 15





**P09/MM-2209/EE/200811**

**International Marketing**

**Time : Three Hours**

**Marks : 100**

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**Instructions to Candidates :**

- 1) There are **two** sections.
  - 2) Section I carries **60** marks and Section II carries **40** marks.
  - 3) There are 6 questions in Section I out of which **any four** are to be attempted.
  - 4) Section II has 8 questions and **all** are **compulsory**.
  - 5) Figures to the right indicate full marks.
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**SECTION I**

1. Discuss the major determinants of globalization. **15**
2. Explain the three major ideologies that are embedded in the political systems of the world. **15**
3. Describe the different types of product strategies. **15**
4. Critically evaluate the different approaches used in positioning the brands. **15**
5. What is distribution ? Discuss the different sources of market information. **15**
6. Discuss the different sampling techniques used in international market research. **15**

## SECTION II

7. Read the given case and answer the following questions :

### **Kellogg's Indian Experience**

In April 1995, Kellogg India Ltd. (Kellogg) received unsettling reports of a gradual drop in sales from its distributors in Mumbai. There was a 25% decline in countrywide sales since March 1995, the month Kellogg products had been made available nationally. The company had set up its 30<sup>th</sup> manufacturing facility in India, with a total investment of \$30 million.

Launched in September 1994, Kellogg's initial offerings in India included cornflakes, wheat flakes and Basmati rice flakes. Despite offering good quality products and being supported by the technical, managerial and financial resources of its parent, Kellogg products failed in the Indian market. Even a high-profile launch backed by hectic media activity failed to make an impact in the marketplace. Meanwhile, negative media coverage regarding the products increased, as more and more consumers were reportedly rejecting the taste. There were complaints that the products were not available in many cities. According to analysts, out of every 100 packets sold, only two were being bought by regular customers; with the rest 98 being first-time buyers. Converting these experimenters into regular buyers had become a major problem for the company.

By September, 1995, sales had virtually stagnated. Marketing experts pointed out various mistakes that Kellogg had committed and it was being increasingly felt that the company would find it extremely difficult to sustain itself in the Indian market.

Kellogg realized that it was going to be tough to get the Indian consumers to accept its products. Kellogg banked heavily on the quality of its crispy flakes. However, pouring hot milk on the flakes made them soggy. Indians always boiled their milk unlike in the West and consumed it warm or lukewarm. They also liked to add sugar to their milk. When Kellogg flakes were put in hot milk, they became soggy and did not taste good. If one tried having it with cold milk, it was not sweet enough because the sugar did not dissolve easily in cold milk. The rice and wheat versions did not do well. In fact, some consumers even referred to the rice flakes as rice corn flakes.

A typical, average-middle class Indian family did not have breakfast on a regular basis like their Western counterparts. Those who did have breakfast, consumed milk, biscuits, bread, butter, jam or local food preparations like idlis, parathas, etc. According to analysis, a

major reason for Kellogg's failure was the fact that the taste of its products did not suit Indian breakfast habits. Kellogg sources were however quick to assert that the company was not trying to change these habits; the idea was only to launch its products on the health platform and make consumers see the benefit of this healthier alternative.

Questions :-

- i) Critically evaluate the reasons behind the failure of Kellogg's in India. 20
- ii) Suggest a remedy to Kellogg's to improve their business in India. 20

