JP – 960

II Semester M.B.A. (Day) Degree Examination, June 2008
(Updated 2007-08 Scheme)
MANAGEMENT
2.5 : Marketing Management

Time : 3 Hours Max. Marks : 75

SECTION – A

1. Answer **any six** of the following. **Each** question carries **two** marks. **(6×2=12)**

   a) What are the concepts included in selling orientation to market place ?

   b) What is 'Marketing Information System' ?

   c) What is 'Value Chain' ?

   d) Which are the levels in 'product hierarchy' ?

   e) Give the meaning of 'Integrated marketing communication'.

   f) What is 'Online marketing' ?

   g) Mention any two existing distribution networks in rural areas of India.

   h) Give any one difference between 'Data warehousing' and 'data mining'.

SECTION – B

Answer **any three** of the following. **Each** question carries **eight** marks. **(3×8=24)**

2. What is the relevance of marketing function in an organization ?

3. Explain the concept of 'Customer value'.

4. 'Marketing is sensing and responding, but not making and selling'. Discuss.

5. Bring out the essentials of relationship marketing.

6. How do you segment the market for bicycles ?

P.T.O.

SECTION – C

Answer **any two** of the following. **Each** question carries **twelve** marks. **(2×12=24)**

7. Explain the various steps in the consumer behaviour with special reference to the purchase of motor cycles and mobile phones.

8. Analyse the changing consumption pattern of Indian consumers.

9. Describe the pros and cons of different bases for segmenting consumer market.

SECTION – D

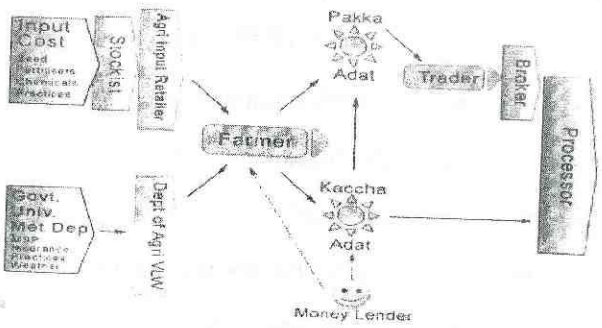
10. Read the following case and answer the questions given at the end. It is compulsory and carries **fifteen** marks. **(1×15=15)**

ITC
e - Choupal

The Big Picture:

ITC's Agri Business Division, one of India's largest exporters of agricultural commodities, has conceived e-Choupal as a more efficient supply chain aimed at delivering value to its customers around the world on a sustainable basis.

The Value Chain - Farm to Factory Gate:



e-Choupal' also unshackles the potential of Indian farmer who has been trapped in a vicious cycle of low risk taking ability > low investment > low productivity > weak market orientation > low value addition > low margin > low risk taking ability. This made him and Indian agribusiness sector globally uncompetitive, despite rich & abundant natural resources. Such a market-led business model can enhance the competitiveness of Indian agriculture. Further, a growth in rural incomes will also unleash the latent demand for industrial goods so necessary for the continued growth of the Indian economy.

The Model in Action:

Appreciating the imperative of intermediaries in the Indian context, 'e-Choupal' leverages Information Technology to virtually cluster all the value chain participants. It makes use of the physical transmission capabilities of current intermediaries – aggregation, logistics, counter-party risk and bridge financing –while disintermediating them from the chain of information flow and market signals.

With a judicious blend of click & mortar capabilities, village internet kiosks managed by farmers – called *sanchalaks* – themselves, enable the agricultural community access ready information in their local language on the weather & market prices, disseminate knowledge on scientific farm practices & risk management, facilitate the sale of farm inputs and purchase farm produce from the farmers' doorsteps.

Real-time information and customised knowledge provided by 'e-Choupal' enhance the ability of farmers to take decisions and align their farm output with market demand and secure quality & productivity. The aggregation of the demand for farm inputs from individual farmers gives them access to high quality inputs from established and reputed manufacturers at fair prices. As a direct marketing channel, virtually linked to the 'mandi' system for price discovery, 'e-Choupal' eliminates wasteful intermediation and multiple handling. Thereby it significantly reduces transaction costs.

Here is an example:

Transaction Costs in Mandi Chain

Soybeans Example

		Rs per MT	
Farmer Incurs	Trolley Freight to Mandi	= 120	370
	Labour	= 50	
	Kacchha Adat	= 150	
	Handling Loss	= 50	
Processor Incurs	Commission to Agent	= 100	335
	Cost of Gunny Bags (net)	= 75	
	Freight to Factory	= 120	
	Handling at Mandi	= 40	
Total Chain			705

Transaction Costs in Choupal Chain

Soybeans Example

		Rs per MT	
Farmer Incurs	Trolley Freight to ITC Hub	= 120	120
Processor Incurs	Commission to Sanchalak	= 50	216
	Cost of Gunny Bags (net)	= 75	
	Storage & Handling at Hub	= 40	
	Cash Disbursement Costs	= 50	
Total Chain			336

While the farmers benefit through enhanced farm productivity and higher farm gate prices, ITC benefits from the lower net cost of procurement (despite offering better prices to the farmer) having eliminated costs in the supply chain that do not add value.

The Status of Execution:

Launched in June 2000, 'e-Choupal', has already become the largest initiative among all Internet-based interventions in rural India. 'e-Choupal' services today reach out to over 4 million farmers growing a range of crops - soyabean, coffee, wheat, rice, pulses, shrimp - in over 38,500 villages through nearly 6500 kiosks across nine states (Madhya Pradesh, Haryana, Uttaranchal, Karnataka, Andhra Pradesh, Uttar Pradesh, Maharashtra, Rajasthan and Kerela).

Several alternative and innovative solutions – some of them expensive – are being deployed to overcome many of the challenges e.g. Power back-up through batteries charged by Solar panels, upgrading BSNL exchanges with RNS kits, installation of VSAT equipment, Mobile Choupals, local caching of static content on website to stream in the dynamic content more efficiently, 24x7 helpdesk etc.

Going forward, the roadmap includes plans to integrate bulk storage, handling & transportation facilities to improve logistics efficiencies. This enthusiastic response from farmers has encouraged ITC to plan for the extension of the 'e-Choupal' initiative to altogether 15 states across India over the next few years. On the anvil are plans to channelise other services related to micro-credit, health and education through the same 'e-Choupal' infrastructure.

Questions

1. How do you consider e-Choupal as a rural marketing strategy considering the concept of rural marketing?
2. How does e-Choupal address the challenges and problems of rural marketing?
3. Why ITC has gone in for an initiative like e-Choupal?

PG – 600

II Semester M.B.A. (Day) Degree Examination, June 2009
(2007- 08 Scheme)
Paper – 2.5 : MARKETING MANAGEMENT

Time : 3 Hours Max. Marks : 75

SECTION – A

Answer **any six** from the following : (6×2=12)

1. a) What is customer equity ?

   b) Define data warehousing.

   c) What is product mix ?

   d) Define internal marketing.

   e) Define customer loyalty.

   f) What is psychological pricing ?

   g) What is direct marketing ?

   h) What is pull promotion ?

SECTION – B

Answer **any three** from the following : (3×8=24)

2. Describe the Marketing Information System.

3. What is customer satisfaction and what are the different ways of measuring it ?

4. What is data mining and how is used in marketing ?

5. What are the different product line strategies ?

6. What is Public Relations ? What are functions and the tools of PR ?

P.T.O.

SECTION – C

Answer **any two** from the following : (2×12=24)

7. Elaborate the different challenges and opportunities of Rural Marketing.

8. Describe the 5 steps in the consumer decision making process.

9. Explain any five new trends in marketing.

SECTION – D

Compulsory : (1×15=15)

Read the case and answer the questions :

HEALTHY FOODS, is a regional manufacturer of milk based health drinks. The company was planning to expand and had recruited an experienced marketing manager to achieve this goal.

Mr. Rakesh, the new marketing manager found that HEALTHY FOODS had not executed its marketing programs in a systematic way. He felt it was necessary to identify the right segments.

1) What is the possible segmentation approach that Rakesh can adopt and why ?

2) Select one segment and develop the marketing mix for this segment.

PG – 567

II Semester M.B.A. (Day) Degree Examination, June/July 2010
(2007-08 Scheme)
Paper 2.5 : MARKETING MANAGEMENT

Time : 3 Hours Max. Marks : 75

SECTION – A

1. Answer **any six** sub-questions. **Each** sub-question carries **two** marks. **(6×2=12)**

   a) Define Marketing Management.

   b) What is product diversification ?

   c) What is Brand equity ?

   d) Define Retailing.

   e) What is cognitive Dissonance ?

   f) What is meant by 'Skim the cream Pricing' ?

   g) What is E-Marketing ?

   h) Define integrated marketing communication.

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks. **(3×8=24)**

2. Analyse the role of Market Intelligence in Marketing Research ?
3. 'Consumer is the King in a Market Empire'. Elucidate.
4. Analyse the stages involved in the new product development.
5. Consider the social impact of Advertising in the modern context.
6 'More often people buy brands than products'. Examine the statement.

P.T.O.

SECTION – C

Answer **any two** questions. **Each** question carries **twelve** marks : **(2×12=24)**

7. Explain the different basis for market segmentation. Do you think that they are relevant in the modern context ?

8. Describe the important trends in Global marketing and suggest certain strategies.

9. Explain the factors affecting the selection of a channel of distribution. Which is the effective channel for distributing software products ?

SECTION – D

(Compulsory)

10. Read the following Case study and answer the questions that follow. **(1×15=15)**

The case

Over a period spanning six and a half decades, the Haldiram's Group (Haldiram's) had emerged as a household name for ready-to-eat snack foods in India. It had come a long way since its relatively humble beginning in 1937 as a small time sweet shop in Bikaner, in the Rajasthan State of India. In 2001, the turnover of the Haldiram's was Rs. 4 billion.

The group had presence not only in India but in several countries all over the world. Till the early 1990s, Haldiram's comprised of three units, one each in Kolkata, Nagpur and New Delhi. The Agarwals family that owned Haldiram's were always conscious of the need to satisfy customers in order to grow their business.

The company offered a wide variety of traditional Indian sweets and snacks at competitive prices that appealed to people belonging to different age groups. Haldiram's had many 'firsts' to its credit. It was the first company in India to brand ' namkeens. The group also pioneered new ways of packaging namkeens.

Its packaging techniques increased the shelf life of namkeens from less than a week to more than six months. It was also one of the first companies in India to open a restaurant in New Delhi offering traditional Indian snack food items such as "panipuri", "chatpapri," and so on, which catered to the needs of hygiene conscious non-resident Indians and other foreign customers. Since the very

beginning, the brand 'Haldiram's had been renowned for its quality products.

The company employed the best available technology in all its manufacturing facilities in India. Given the increasing popularity of Haldiram's products, the group planned to expand its operations. However, some analysts felt that Haldiram's still had to overcome some hurdles. The company faced tough competition not only from sweets and snack food vendors in the unorganized market but also from domestic and international competitors like SM foods, Bakeman's Industries Ltd., Frito Lay India Ltd. (Frito Lay) and Britannia Industries Ltd.

Moreover, the group had to overcome internal problems as well. In the early 1990s, because of the conflict within the Agarwals family, Haldiram's witnessed an informal split between its three units as they started operating separately offering similar products and sharing the same brand name. After a court verdict these units started operating as three different companies with clearly defined territories. This split had resulted in aggressive competition among themselves for a higher share of domestic and international markets.

1) Analyse the intricate problems in the given case.

2) What should be done to manage external competition ?

PG – 005

II Semester M.B.A. (Day) Degree Examination, July 2011
(2007-08 Scheme)
Management
Paper – 2.5 : MARKETING MANAGEMENT

Time : 3 Hours Max. Marks : 75

Instruction : *Given in appropriate Sections.*

SECTION – A

1. Answer **any six** of the following. **Each** question carries **2** marks.
   a) What do you mean by societal marketing concept ?
   b) Define customer value.
   c) Distinguish between micro marketing and macro marketing.
   d) What do you understand by psychographs ?
   e) What is an OTC product ? Give examples.
   f) Define marketing audit.
   g) Explain the meaning of consumer dissonance.
   h) Distinguish between horizontal and vertical marketing systems.
   i) Define Reference group. **(6×2=12)**

SECTION – B

Answer **any three** of the following. **Each** question carries **eight** marks.

2. Discuss the role of marketing research in modern marketing.
3. Define culture. What are its components ?
4. Distinguish between market penetration and market development.
5. What do you mean by brand equity ? Explain the factors influencing brand equity.
6. Define marketing control. Explain the important tools of marketing control.

(3×8=24)

P.T.O.

SECTION – C

Answer **any two** of the following. **Each** question carries **12** marks.

7. Discuss the role of studying consumer behavior in modern marketing.
8. What is counter trade ? What are the different forms of counter trade ? What is its role in present day marketing ?
9. Define IMC. Explain the need and relevance of integrated marketing communication.

(2×12=24)

SECTION – D

10. Answer the case study. **15** marks.

Case Problem

Pricing Strategy

Company

United Energy Corporation is one of the leaders in the photovoltaic industry. It manufactures solar electric panels which convert solar energy directly into electricity. Since there are no moving parts, this source of electricity generation is extremely reliable. The solar electric panels are currently competitive in remote applications where electricity from utility grid is not available. It is also competitive with diesel generators in such locations.

The major business of United Energy is divided into two market segments. First segment is direct end users who buy through dealers and distributors, and the original equipment manufacturers who incorporate solar electric panels into their systems. The second segment is a tender market which has to serve the domestic and foreign government organizations. The tenders tend to be large quantity orders and are extremely competitive. Assuming that the bidders meet the basic specifications, the award is usually made to the lowest bidder. The direct end user market is also price sensitive but the decisions are not made on price alone. Prior experience with sales managers and customer service play some role in the decision – making.

The major product line of United Energy is a UE-100 panel which generates 40 watts of power. This product line is based on a second generation technology developed by United Energy's R & D division. There are two major competitors; both produce panels of 40 watt capacity but with the first generation technology. As far as end users are concerned all three panels satisfy their electricity requirements. Appearance which is better looking in United Energy's second generation technology is given some consideration but users are still price sensitive.

Pricing

The President of United Energy was very proud of the new technology. The appearance of the panel was much bettter than the competitors. He insisted that the customers would be mire than willing to pay a premium price for the new technology look. The new technology was still being fine-tuned in manufacturing and hence, the cost was almost equal to the first generation technology. The president believed that there was a significant cost reduction potential over the next three years. The current unit prices for solar electric panels are given in the following table :

Suggested List Price Rs.		Dealer Price Rs.	Tender Price Rs.
ASI Inc.	310	280	260
PES Inc.	350	315	265
United Energy	400	360	No policy

The marketing manager at United Energy believed that they were losing the tender business because their bids were generally higher than their competitors. In the overall market, tender business was 70% of the total industry shipments. United Energy's share was believed to be about 25 per cent. The marketing manager thought that by lowering prices for major tenders he could gain more market share.

In the direct marketing to end users, he thought he could get about 10% premium from 25 per cent of the customers. But for the remaining customers the premium had to be less than 5 per cent. Instead of published list prices, he wanted to go to an informal pricing policy. In this case, the sales managers would be given a range and they could decide what price would it take to win the business. He established the range for direct end user business to be between Rs. 335-380. The sales manager could not go below 335 without prior approval from the corporate vice-president. On tenders he established a floor of Rs. 280. With both price changes, he thought the United Energy's market share could be increased by about 10 percentage points. To keep the sales managers from selling at the bottom of the price range, he tied sales incentive to the selling price. Higher the selling price more the commission the sales manager would receive. The marketing manager was convinced that this pricing scheme was the only response to the competitor and his management. It offered pricing flexibility to the sales managers as well as an incentive to obtain higher pricing where possible.

Questions :

1) Does the new technology of United Energy justify 15 to 30 per cent premium over competitors' products ?

2) Do you believe the pricing policy devised by the marketing manager an adequate response to maintain or increase United Energy's market share ?

3) What other pricing strategies could be used by United Energy's Marketing Manager ?

4) To what extent price competition can be replaced by non-price means of competition in order to avoid price war ?

PG – 117

II Semester M.B.A. (Day) Degree Examination, June/July 2012
(2007-08 Scheme)
MANAGEMENT
Paper – 2.5 : Marketing Management

Time : 3 Hours Max. Marks : 75

SECTION – A

1. Answer **any six** of the following : **(6×2=12)**

   a) Define BCG matrix.

   b) What do you mean by segment by segment innovation plan ?

   c) What do you mean by ghost marketing efforts ?

   d) Define value.

   e) What do you mean by brand equity ?

   f) Define integrated marketing.

   g) What are the barriers for market entry ?

   h) What do you mean by notional value of a product ?

SECTION – B

Answer **any three** of the following : **(3×8=24)**

2. What are the essential features of good market segmentation ?

3. Brand creation is a process of creating positive product personality. Elucidate.

4. Explain various challenges faced by the modern day marketing managers in customer retention and management.

5. Describe the process of creating positioning for a FMCG product of your choice.

6. Explain various trends observed in the customer buying patterns as an influence of access to global brands in the market.

P.T.O.

SECTION – C

Answer **any two** questions : **(2×12=24)**

7. Explain various challenges faced by the marketers in the light of market fragmentation. What are the measures adopted by the modern day business centers to penetrating into fragmented markets ?

8. Explain the importance of understanding consumer behaviour in developing strategic marketing plan. Understanding consumer behaviour in global market is highly complex. Elucidate.

9. Advertising in the real time is deterring the social cultural value systems than creating customer value. Explain this in the light of suitable examples.

SECTION – D

Compulsory questions : **(1×15=15)**

10. Assuming yourself as the development manager of a consortium formulated by the government for the development of SHG's you are required to develop necessary strategies for the consortium that can help them to create market for their products at the domestic as well as at the international markets. You are also required to develop a brand, justifying your claim how such branding strategies would facilitate the SHG's in competing against the existing brands, and provide for business resurgence to such SHG's.

    Note : You are also required to provide a descriptive note on the nature of research you do before formulating such strategies.

PG – 102

II Semester M.B.A. (Day) Degree Examination, June/July 2013
(2007-08 Scheme)
Management
Paper – 2.5 : MARKETING MANAGEMENT

Time : 3 Hours Max. Marks : 75

Instruction : *Answer all Sections.*

SECTION – A

Answer **any six** questions. **Each** carries **2** marks. **(6×2=12)**

1. a) What is difference between consumer and industrial market ?
   b) What do you understand by societal marketing concept ?
   c) What is data mining ?
   d) Mention the benefits of segmentation.
   e) What is modified re-buy ?
   f) Define value pricing.
   g) What is product line stretching ?
   h) Differentiate between online marketing and network marketing.

SECTION – B

Answer **any three** questions. **Each** carries **8** marks. **(3×8=24)**

2. Briefly explain the core concepts of marketing.
3. Explain the steps to be considered in strategic planning.
4. What are the forces that constitute company's marketing environment ?
5. Explain the bases for market segmentation.
6. How does marketing affect customer value ?

P.T.O.

SECTION – C

Answer **any two** questions. **Each** carries **12** marks. **(2×12=24)**

7. Describe the qualitative and quantitative demand forecasting methods.
8. Explain the important environmental factors to be considered in rural marketing.
9. Discuss the logical steps to be followed in developing positioning strategy.

SECTION – D

(Compulsory) **(1×15=15)**

Case study :

10. As a Marketing Manager, of a new plantation firm selling teak units, you are assigned the task of planning the marketing mix with a view to launching the investment schemes. Explain in detail how would you go about doing this exercise. Would you consider segmentation for effective promotion of teak units and on what basis ?

PG – 779

II Semester M.B.A. Degree Examination, July/August 2014
(2007-08 Scheme)
Paper – 2.5 : MARKETING MANAGEMENT

Time : 3 Hours Max. Marks : 75

Instruction : *Answer* ***all*** *Sections.*

SECTION – A

Answer **any six** questions. **Each** carries **2** marks. **(6×2=12)**

1. a) What do you mean by product concept ?
   b) Differentiate between need, want and demand.
   c) What do you mean by customer value ?
   d) What is meant by brand equity ?
   e) What is Marketing Communication ?
   f) What do you mean by benchmarking ?
   g) What do you mean by Customer Empowerment ?
   h) What is meant by e-choupal ?

SECTION – B

Answer **any three** questions. **Each** carries **8** marks. **(3×8=24)**

2. Explain the importance and scope of marketing in business arena.
3. Bring out the various forces in the environment that provide opportunities and poses threats to the marketing function.
4. Differentiate between a consumer and a costometer. Briefly explain the different stages of buyer decision process in the consumer market.
5. Explain the merits and de-merits of branding with examples.
6. Explain the problems and prospects of rural marketing.

P.T.O.

SECTION – C

Answer **any two** questions. **Each** carries **12** marks. **(2×12=24)**

7. Analyze the changing consumption pattern of global consumer and Indian consumer.

8. Explain the importance of P-Place in marketing. Analyze the steps to be taken in managing the marketing channels for consumer durables.

9. Trace out the importance and role of different forms of direct marketing.

SECTION – D

(Compulsory) **(1×15=15)**

Case Study

Cracks in the tablets.

A Gartner report in September 2011 estimated total global tablet sales at 63.6 million for 2011 and 326.3 million by 2015. In its last quarter Apple sold 15.43 million iPads, a 111% increase from last year. After over a decade or so, in development and many cumbersome metamorphoses, tablets suddenly took the market by storm with the success of iPad. It made just about every electronics/computer brand bet on its own version of a tiny touch screen powered device. Many of these reached India, some of them via simultaneous global launches. And yet the category's performance has been lucklustre (below 2,00,000 units).

The most obvious obstacle is price. Apart from aberration like the ultra low budget Akash tablet (Rs. 2,999 for the Ubislate 7+), most producers start at a little over Rs. 15,000 and go up to near Rs. 45,000. Some of today's budget tablets were launched at twice the price just a little end of 2011. While initially advertised as a week-long scheme, the price cut was still in effect. Play Books flew off the shelves and some retailers reported shortages. BlackBerry, say the people, schemes as early as Diwali 2011 when a free entry level Smartphone was bundled with the PlayBook. At the year-end gifting season BlackBerry filled the market with PlayBooks, and halved away its asking price, doing away with the free phone. The price tag on Samsung's galaxy tablet plummeted shortly after launch. Special offers were withdrawn. Even apple made its original iPad more affordable once the iPad 2 was launched.

Price has taken many back to the drawing Board. The so-called magic price point is missing in action: the tag at which a purchase seems a bargain to the value conscious Indian Consumer is missing. iPad, the market leader, calls shots on pricing. "The price needs to be in the range of Rs. 10,000 to Rs. 15,000 for a ten inch screen and connectivity is Wi-Fi, 3G and..." some brands see hefty discounts as evidence of faulty strategy. Lenonvo, Motorola and now Samsung have several different options at various price points thus appealing to a brand swathe of consumers, with at least one model in the super premium bracket.

However, price is the not only part of the problem, the other part is that brands have been unable to sell the concept of tablets to the Indian Consumers.

Questions :

1. Briefly explain the significance of pricing in the contemporary business.
2. What are the major factors affecting the pricing of a tablets ?
3. Bring out the pricing strategies to be used by the companies.

PG – 1000

II Semester M.B.A. Degree Examination, June/July 2015
(2007-08 Scheme)
2.5 : MARKETING MANAGEMENT

Time : 3 Hours Max. Marks : 75

SECTION – A

1. Answer **any six** questions. **Each** question carries 2 marks. **(6x2=12)**
   a) What do you mean by market concept ?
   b) What is data warehousing ?
   c) What is environmental scanning ?
   d) What is Delphi method ?
   e) What is brand equity ?
   f) What is meant by e-choupal ?
   g) Define USP.
   h) What is franchising ?

SECTION – B

Answer **any three** questions. **Each** carries 8 marks. **(3x8=24)**

2. What are the essentials that make segmentation a success ?
3. Explain the role of pricing in marketing strategy.
4. What are the functions of retailers ?
5. What is the role of advertisement agency ?
6. Explain the problems and prospects of rural marketing.

SECTION – C

Answer **any two** questions. **Each** carries 12 marks. **(2x12=24)**

7. Explain various stages of product life cycle.
8. "Marketing middlemen are parasites-exploiting both producers and consumers". Do you agree ? Give reasons.
9. Analyse the changing consumption pattern of Indian Consumers.

P.T.O.

SECTION – D

Compulsory case study : **(1×15=15)**

10. India's leading denim manufacturer, Arvind Mills, achieved the expansions of its consumer base, with new brand tailored for specifically the rural market, it requires not only a new product but also a new distribution approach.

    1) Consumer Preferences : Market research required (A) Many in rural areas found even the cheapest branded jeans, beyond their means (b) There is skepticism towards readymade products among rural Indians.

    2) Product : The Result : Ready to stick jeans for the fast time price at Rs. 195, as against the unorganized sector's range of Rs. 150-350, the kit included a denim trouser length with specific tailored instructions and brand zipper, rivets and buttons that distinguish jeans from mere denim trousers in the consumer's mind.

    3) Distribution : Distribution was the critical issue: Not only the product be made available but also the expertise to tailor it is to be created. Success depended on local tailor's finesse.

    The product was made available in villages with a population as small as 5,000. Local cloth shops were used as a tailor outlet. Seminars were organized to train tailored denim fits and inform them about the changes required in regular sewing machines for stitching jeans. The additional machines accessories were initially provided free of cost and later at a subsidized rate.

    Outcome :

    The strategy worked. In the first two months, demand crossed a million pieces as against a production capacity of 2,50,000 kits. So that the company had to stop advertising. And within 1.8 months, five million kits were sold. Consumer feedbacks showed that nearly 75% was first time jean wearers and T shirts as well as readymade. Jeans were launched for the slightly more evolved consumer who demanded jeans specifies like right wash, cotton and formal trousers were on the anvil.

    1) What are the reasons for success of Ruf and Tuff in rural India ?

    2) Which other companies do you think can emulate the strategies of Arvind Mills ?