

**POST GRADUATE DIPLOMA IN TEACHING
AND RESEARCH IN MANAGEMENT**

Term-End Examination

June, 2011

PGDTRM-07 : LIVE CASES/CASE STUDIES

Time : 3 hours

Maximum Marks : 100

- Note :**
- (i) *There are two Sections A and B.*
 - (ii) *Answer three questions from Section A. Out of which Q. No. 5 is compulsory and answer any two out of the remaining four. Each question carries 20 marks.*
 - (iii) *Section B is compulsory and carries 40 marks.*

SECTION - A

1. As an Instructor, do you think the case method of teaching is a power teaching tool compared to other methods of Instruction ? Justify your answer. **20**
2. How do you analyse a case study ? Sketch out a plan for case study analysis. **20**
3. How do you prepare for an in-class case discussion ? List out the preparation processes for case discussion. **20**
4. Write a note on the important sources of material which can be used for case writing. **20**

5. Please read the case and answer the question given at the end. 20

Loyal - mart is one of the budding food retailers in the organised food retailing segment with a market share of 5%.

Loyal-mart is known for its innovation. It strongly believes that the survival of any business depends on its innovation and its ability to adapt to the trend prevailing in the market. It always keeps eye on the major shift that takes place in the market. In the recent years, it could observe that most of the retailers were changing their business strategies to address the greenhouse effects.

The global increase in greehouse effect and Pressure on Corporates to address the climate change triggered the retail giants to initiate several eco-friendly measures. The retailing industry also witnessed a huge demand from the customers for the environment - friendly products and eco-friendly measures.

Realizing the fact that the concept of green retailing has moved from discretionary to Compulsory as both customer and regulatory demands fighten the industry, Loyal - Mart also decided to shift its focus on green retailing.

Question

Help Loyal - Mart in devising a plan of action for going green.

SECTION - B

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6. Please read the case and answer the questions given at the end.

Gupta, 30-year-old sales and Marketing Manager of Nutrienz India, a US based Mast-based Food Drink Manufacturer, was in a hurry to attend the urgent meeting organised by the Managing Director. The morning news made him so stressed. Not only Gupta, every one in the company was so anxious after hearing the news. The reason for everyone's tension was the comparison ad campaign launched by Milky Foods Company Ltd., The direct arch rival of Nutrienz India and the market leader in the Mast-based Food Drink Market. The particular ad was also telecasted in all television channels. The Matter striking in that ad was that 'Milkicks' a flagship brand of Milky food Company Ltd. has put a direct comparison with Nutrienz India's Malted hot drink 'Nutriplan' by showing Nutriplan on the ad and then comparing the various attributes of both the brands. The particular ad featured mothers discussing the prices of their beverages, the heights of their children, and the material used. Through the ad, Milkicks attempted to down grade Nutriplan on the grounds that Milkicks has added more nutrients than in nutriplan and its comparatively

cheaper than Nutriplan. Subsequently Nutrienz decided to involve in litigation with Milky foods claiming that the later one attempt to furnish the image of nutriplan and mislead the public through ads.

About the brands

Nutriplan is positioned as a complete planned food in a drink enriched with more than 25 vital nutrients. On the other hand, Milkicks which entered the market claiming to promote sleep when consumed at bedtime, later Positioned itself as " The Great Family Nourisher;. Since its inception, Milkicks has been an aggressive player in the market introducing a series of variants aimed at the family segment Consists of young children, mother, old-aged people etc. It also offers its variants at lower price compared to its all other competitors in the market. With these features, Milkicks hold a market share of 55% compared to Nutriplan which has a market share of Just 15%. One of the major problem with Nutriplan is its inability to attract the new customers with different products. More over, the price is regarded as high compared to other highly advertised brands. On the promotional front also, Nutriplan has never been an aggressive player compared to its competitors. It is always blamed for continuing its earlier campaign

targeting young mothers who are focusing on extra growth.

In this situation, Nutrienz wants to give immediate comparison ad campaign featuring Milkicks as a low cost health drink with inferior nutrients.

Questions

- (1) Justify the decision taken by Nutrienz with regard to comparative ad campaign.
 - (2) Place yourself in the position of the Marketing manager in this situation. Formulate strategies for Nutrienz India to increase its market share.
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