



## **CASE BASED MARKETING ANALYSIS II**

### **UNIT 1: Market Segmentation and Marketing Organization:**

#### **Case studies:**

- Karnataka Tourism Development Corporation- segmenting tourists' market
- Gujarat industrial investment corporation- estimation of total demand and project feasibility
- xcell rubber industries- market segmentation for a consumer-cum-industrial product
- Sparkle electroplating ltd.- Inter-departmental frictions
- Apex electrical Co. Ltd.- Opening of a new regional sub office
- Space Age Electronics Ltd.- designing an ideal organization set up.

### **UNIT 2: Market Research and Marketing Planning:**

#### **Case studies:**

- DMS Industries Ltd.- setting up of market research cell
- National Market Research Bureau- Readership survey
- Ram Consultants- Marketing feasibility study for a hotel
- Jagat stationary company- sales forecasting for diaries
- Hyderabad hatcheries-negative image
- Aurora Company-product positioning
- Seagull vacuum flask company- Product differentiation
- Dazzle detergents Pvt. Ltd.- Marketing planning.

### **UNIT 3: New Product decisions and Pricing Decisions:**

#### **Case studies:**

- Bharat Research Marketing Corporation- Marketing of innovations
- Sales India Ltd.- Marketing of Solar cooking ovens
- Vyankateshwara Shell foods Ltd.- Marketing of egg powder
- M.P. Data systems- Starting data centre at Raipur
- Sweet Music Company- pre-recorded cassettes
- Western Airways-Airtaxy service in Bombay
- Preet department stores- frequent price fluctuations
- Oxford shoe company- decision on price reduction
- Super stationary products ltd.- Inter Related demand.

