



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: SOM

Program: MBA Hospital & Healthcare Management

Course: MARKETING MANAGEMENT

Course Code: MGT503

Semester: 1

Max Marks: 50

Duration: 150 Mins

Note: 1. Figures to the right indicates full marks.

Answer the following Questions

(5*10=50 Marks)

Case Study is compulsory and any four questions from Q No 2 to 6

1) Case Study-MakeMyTrip- Leading the Indian Online Travel Industry, but Weak on Profits

The case “MakeMyTrip – Leading the Indian Online Travel Industry, But Weak on Profits,” traces the growth of MakeMyTrip Private Limited (MMT) that was considered to be the market leader in the Online Travel Agency (OTA) business in India. The case starts out by mentioning the entrepreneurial journey of MMT’s chief founder, Deep Kalra. It then describes the measures taken by the company to grow the OTA business in India, where Internet penetration was low and hesitancy to do online transactions was high. Later, the case documents MMT’s shift in focus from flight ticketing business to the hotels and holiday packages businesses that had comparatively higher margins. The case also mentions the various technologies and innovations that the company adopted to improve its service offering. The case concludes with a look into the challenges faced by the company and its prospects for future growth.

In October 2016, India’s leading OTA (Online Travel Agency), MakeMyTrip Private Limited (MMT), acquired its key rival the Ibibo Group’s India travel business in an all-stock deal worth US\$ 1.8 billion. This was the biggest consolidation in the Indian OTA space and resulted in all travel brands under the Ibibo Group such as Goibibo, redBus, and Ryde coming under MMT (See Exhibit I for Information on Ibibo Group’s Travel Brands). All the brands of the combined entity were expected to remain operational; the top management of MMT remained the same and Ibibo Group’s shareholders got 40% of the stake in the combined entity. Apart from being in a stronger position to negotiate prices and commissions, the combined entity was expected to be more effective in combating competition. Established in 2000 by Deep Kalra (Kalra), MMT was launched with two sites – one for the Indian market and one for the US market.

The company's early years were tumultuous and the lack of prospects in India prompted Kalra to shut down the Indian website for a few years. After the Indian online travel industry picked up, MMT's India site was launched again in 2005 with venture capital support and it offered flight ticketing, hotel room booking, and holiday packages.

MMT had its own technology team that developed various new features for the MMT service. It had its own technology platform that integrated the sales, customer service, and fulfillment operations. MMT claimed that the technology platform was scalable and could be upgraded to handle increased traffic and complexity of products with limited additional investment. In the early 2010s, the team developed an application called 'Route Planner' that enabled users to view multiple routes for the same origin-destination pair that could be traversed using various modes of transportation. Keeping the future customer needs in mind, it developed mobile travel technology, along with interactive technologies that enabled real-time content-generation and socialization for consumers.

Questions for Discussions-

- a) Apply the services marketing mix framework to a company.
 - b) Assess the impact of acquisitions in providing a company with market position and technological know-how
 - c) Formulate a strategy for a company in the highly competitive service industry
2. Define the marketing concept along with the segmentation of marketing
 3. Discuss the role of marketing environment in the development of a country
 4. What are the various P's of marketing? Also analyze in depth the various services of marketing mix
 5. Explain the following:
 - a) Global marketing
 - b) Social marketing
 - c) Business and industrial products
 - d) Product life cycle
 - e) Digital marketing
 6. Analyze the importance of pricing strategies. Mention the objectives & types of pricing strategies

*****ALL THE BEST*****