

Pearson Casebooks Series

RAMENDRA SINGH

Case Studies in

Marketing Management

658.8

SI646 Ca



271691



Pearson



Case Studies in Marketing Management

Edited by
Ramendra Singh
Assistant Professor (Marketing)
Indian Institute of Management Calcutta





658.8
SI646 Ca



658.8
Si646
Ca

Jawaharlal Nehru University
Accession No. 271691
Source DSR Pub. & Distributors
Bill No. & Date 656-29-1-2024
Price RS-470-00
Centre/School ABVSM&E
Accessioned by SIV
Catalogued by _____

Although the author and publisher have made every effort to ensure that the information in this book was correct at the time of editing and printing, the author and publisher do not assume and hereby disclaim any liability to any party for any loss or damage arising out of the use of this book caused by errors or omissions, whether such errors or omissions result from negligence, accident or any other cause. Further, names, pictures, images, characters, businesses, places, events and incidents are either the products of the author's imagination or used in a fictitious manner. Any resemblance to actual persons, living or dead or actual events is purely coincidental and do not intend to hurt sentiments of any individual, community, sect or religion.

In case of binding mistake, misprints or missing pages etc., the publisher's entire liability and your exclusive remedy is replacement of this book within reasonable time of purchase by similar edition/reprint of the book.

Copyright © 2012 Pearson India Education Services Pvt. Ltd

All rights reserved. This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, resold, hired out, or otherwise circulated without the publisher's prior written consent in any form of binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser and without limiting the rights under copyright reserved above, no part of this publication may be reproduced, stored in or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording or otherwise), without the prior written permission of both the copyright owner and the publisher of this book.

ISBN 978-81-317-8500-3

First Impression, 2012

Published by Pearson India Education Services Pvt. Ltd, CIN: U72200TN2005PTC057128.

Head Office: 15th Floor, Tower-B, World Trade Tower, Plot No. 1, Block-C, Sector 16, Noida 201 301, Uttar Pradesh, India.

Registered Office: 7th Floor, SDB2, ODC 7, 8 & 9, Survey No. 01 ELCOT IT/ ITES-SEZ, Sholinganallur, Chennai - 600 119, Tamilnadu, India.

Phone: 044-66540100

Website: in.pearson.com, Email: companysecretary.india@pearson.com

Printer : Manipal Technologies Limited, Manipal



Contents

<i>Preface</i>	v
<i>Acknowledgements</i>	vii
1. One Evening at a Shopping Mall <i>Arindam Sur and Ramendra Singh</i>	1
2. Socializing in the Virtual World <i>Arindam Sur and Ramendra Singh</i>	5
3. To Brand or Not to Brand <i>Arindam Sur and Ramendra Singh</i>	8
4. Chotukool from Godrej <i>Shashank Mittal and Ramendra Singh</i>	10
5. Ford Figo in India <i>Sanjit Roy</i>	21
6. Female Condom from HLL Lifecare <i>Pratima Harigunani</i>	31
7. Pay-As-You-Wish Restaurants <i>Pratima Harigunani</i>	40
8. Advertising to Influence the Customers' Minds <i>Arindam Sur and Ramendra Singh</i>	53
9. A Day in the Life of a Salesperson <i>Arindam Sur and Ramendra Singh</i>	57
10. SELCO <i>Shashank Mittal and Ramendra Singh</i>	65

11. One Day in a <i>Kirana</i> Store	74
<i>Arindam Sur and Ramendra Singh</i>	
12. Aglasem	77
<i>Vaibhav Gupta and Ramendra Singh</i>	
13. Entertainment Engineers	86
<i>Mohammed Saqib, Srilakshmi Shunmugaraj and Ramendra Singh</i>	
14. Evam Entertainment	100
<i>Srilakshmi Shunmugaraj, Mohammed Saqib and Ramendra Singh</i>	
15. Three Melons	112
<i>Jaqueline Pels, Mariana Jasin and Natalia Schurmann</i>	