



**K. K. Wagh Institute of Engineering Education & Research, Nashik**  
(An Autonomous Institute From A.Y. 2022-23)

| SUMMER-2024                                     |                       |
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| Exam Seat No.:                                  |                       |
| Academic Year:2023-2024                         | Semester:IV           |
| Class:SY  | Program:MBA           |
| Branch Code:M.B.A.                              | Pattern:2022          |
| Name of Course:Business CASE STUDY in Marketing | Course Code:MBA224106 |
| Max. Marks:30                                   | Duration:1.15 Hrs.    |

**Instructions:** Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains 3 page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.

**Question No. 1 Attempt following Question( Solve Any TWO)**

- a) Fortnite is an online video game and game platform developed by Epic Games and released in 2017. It is available in six distinct game mode versions that otherwise share the same general gameplay and game engine: Fortnite Battle Royale, a free-to-play battle royale game in which up to 100 players fight to be the last person standing; Fortnite: Save the World, a cooperative hybrid tower defense-shooter and survival game in which up to four players fight off zombie-like creatures and defend objects with traps and fortifications they can build; and Fortnite Creative, in which players are given complete freedom to create worlds and battle arenas, Lego Fortnite, an open world survival game, Rocket Racing, a racing game, and Fortnite Festival, a rhythm game. (15) CO1, CO2, CO3, CO4, CO5

Save the World and Battle Royale were released in 2017 as early access titles, while Creative was released on December 6, 2018. While the Save the World and Creative versions have been successful for Epic Games, Fortnite Battle Royale in particular became an overwhelming success and a cultural phenomenon, drawing more than 125 million players in less than a year, earning hundreds of millions of dollars per month. Fortnite as a whole generated \$9 billion in gross revenue up until December 2019, and it has been listed among the greatest games of all time.

Save the World is available for macOS,<sup>[c]</sup>PlayStation 4, Windows, and Xbox One, while Battle Royale and Creative were released for all those platforms, and also for Android and iOS devices<sup>[c]</sup> and Nintendo Switch. The game also launched with the release of the ninth-generation PlayStation 5 and Xbox Series X/S consoles. Furthermore, Lego Fortnite, Rocket Racing and Fortnite Festival are releasing on all available platforms.

**Reception**

The Save the World mode achieved over one million players by August 2017, just prior to the release of Battle Royale. Fortnite Battle Royale became a significant financial success for Epic Games, leading them to separate the teams between Save the World and Battle Royale to provide better support for both modes. Within two weeks of release, over 10 million players had played the mode, and by June 2018, just after the Nintendo Switch release, had reached 125 million players. Revenue from Fortnite Battle Royale during the first half of 2018 had been estimated in the hundreds of millions of dollars per month, with total 2018 revenue estimated at \$2.4 billion by analysis firm SuperData Research. Total revenue for Fortnite reached more than \$9 billion by the end of 2019.

Fortnite Battle Royale has also become a cultural phenomenon, with several celebrities reporting they play the game, and athletes using Fortnite emotes as victory celebrations. A notable streaming event in March 2018, with streamer Ninja playing Fortnite Battle Royale alongside Drake, Travis Scott, Kim DotCom, and Pittsburgh Steelers wide receiver JuJu Smith-Schuster, broke viewership records for Twitch to date, and led to Epic arranging a Fortnite Battle Royale pro-am with 50 pairs of streamers and professional players matched with celebrities at E3 2018 in June 2018. Epic Games has developed organized esports competitions around Fortnite Battle Royale, such as the inaugural US\$30 million Fortnite World Cup tournament that took place in July 2019 and the Fortnite Championship Series (FNCS), the latter of which would be organized by Epic Games in 2020 and 2021 before being organized by Blast ApS from 2022 onwards. There has also been growing concern over Fortnite Battle Royale's draw toward young children, emphasized with the release of the mobile client. Parents and teachers had expressed concern that students are being distracted and drawn away from school work due to playing Fortnite. Concerns have also been raised about the impact that playing a game involving repeated depictions of gun violence may have on young children.

Explain Fortnite may be the ultimate growth marketing example

- b) Swiggy was founded in 2014 by two BITS Pilani graduates, Sriharsha Majety and Nandan Reddy. It first tied up with some eateries in Bangalore and started delivering food to customers in under forty minutes in spite of the Bangalore traffic! At that time, there was no established business that was catering to this particular sector. Swiggy's competitors were struggling, and at the beginning, so was Swiggy. It was difficult to get restaurants to partner with it. So, Swiggy made its logistics network faster, easier, and streamlined with a widespread and strong network of local delivery boys to make it stand apart in the online food delivery scenario. Soon, restaurants saw the perks of joining Swiggy (increased sales) and joined forces with it. (15) CO1, CO2, CO3, CO4, CO5

Swiggy raised \$80 million in funding by 2015. After investors began to invest in the startup, the platform began to experience great heights. The food platform had partnered with over 100 restaurants by the end of 2015, and it was delivering over 70,000 orders each month. Swiggy experienced losses 65 times in March 2016. Swiggy made the decision to focus on cost-cutting and bolstering the logistics network in April 2016. In order to better understand its customers' needs and improve its operations, Swiggy made investments in core engineering, automation, data sciences, machine learning, and personalization in 2017.

By the end of December 2017, Swiggy had expanded to more than ten cities, had partnerships with more than 20,000 restaurants, and was recording a staggering 4+ million transactions per month on their balance sheet. Swiggy acquired Scootsy in 2018 to expand its operations in industries like groceries, fashion, stationery, and other necessities, as well as to better serve its customers' needs and to improve its operations in 2017.

By 2019, Swiggy had a daily order volume of about 1.4 million, a delivery team of 45,000 agents, 1,30,000+ restaurant partners, and a presence in more than 325 Indian cities.

In 2020, when the pandemic hit, we all had massive cravings for restaurant food. The few of us who were still not using online food delivery platforms downloaded our only savior - Swiggy. The relief when the shahi paneer and butter naan got delivered...

What were the strategies used by swiggy for customer retention?

Analyze Swiggy's success in India, how it has managed to defeat the competition.

- c) From a modest start in 1937, when hand-carts were used to distribute Colgate Dental Cream, Colgate-Palmolive (India), now in its eighth decade, has one of the widest distribution networks in India. Today, the company is the market leader in the country in Oral Care that seeks to deliver sustainable, profitable growth, superior shareholder returns, and provide its people with an innovative and inclusive work environment. The organization has adopted sustainability, diversity, equity, inclusion and social responsibility strategies that help make people's lives healthier and happier. The company manufactures and markets toothpastes, toothbrushes, toothpowder, oil pulling products and mouthwashes, under the Colgate brand, and a specialized range of personal care products under the Palmolive brand. We are proud that the Colgate brand is present in most homes, thus creating a healthier and more sustainable future for all. The company has grown to (15) CO1, CO2, CO3, CO4, CO5

₹4800 crore plus organization with an outstanding record of enhancing value for its strong shareholder base.

Colgate is a caring, innovative growth company that's reimagining a healthier future for all people and the planet. Our three fundamental values—Caring, Teamwork, and Continuous Improvement are a part of everything we do. As we continue to build a future to smile about, our company values serve as guiding principles for our product development, our business practices, and our relationships among our team members, customers, and people in communities all over the country.

As the leading oral care brand in India, Colgate has endeavoured to spread awareness and enable easier access to oral care across the country for many years, a commitment encapsulated in its Keep India Smiling Mission. Through continuous innovations and dedication, the brand strongly believes in providing consumers a future they can smile about. The flagship of Bright Smiles, Bright Futures™ (BSBF) program, launched in 1976 to spread awareness among children about oral health, has touched the lives of 178 million children across the rural and urban landscape to date. The program focuses on children so that the message of good oral hygiene is carried home to families and the community at large. In the financial year 2019-20 alone, over 7 million children benefited from this program.

Colgate, along with its NGO partners, has been consistently contributing to the cause of water conservation, women empowerment, skill building, and education of children. The Keep India Smiling Foundational Scholarship Program launched in 2019 offers deserving candidates, who lack resources, foundational support through scholarships and mentorship in the fields of sports, academics, and community betterment programs. These initiatives have touched the lives of millions of people over time and continue to do so every day.

Colgate has been ranked as India's #1 Most Trusted Oral Care Brand for the ninth consecutive year, from 2011 to 2019, by The Economic Times - Brand Equity - Most Trusted Brands Survey, conducted by Nielsen. Colgate has also been ranked as the Most Trusted Oral Hygiene Brand by TRA's Brand Trust India Study Report for the ninth consecutive year, from 2011 to 2019.

The Indian oral care market, which includes toothpaste, toothbrushes, tooth powder, mouthwash, and denture care, is worth 15,000 CR. The toothpaste market is the most important, accounting for 70% of the oral care market. The toothpaste market is expected to be around 10,000-12,000 CR. Colgate Palmolive India Limited (CPIL) is the market leader in terms of value at 48.3% as of March 2020. HUL is in second place with a distant 16%. Dabur is gaining up to HUL, with a market share of 13.4%. Patanjali now has a 9.2% share of the Indian toothpaste market, compared to GSK's 7.9%.

How Colgate become market leader in India?

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