

- B) What is competitive advertising? Has competitive advertisements helped the brand? How have companies reduced competitive advertisement interference? Substantiate the statement with respect to Indian soft drinks industry.

V. **Compulsory case Analysis.**

State bank of India (SBI) is the largest nationalized commercial bank in India in terms of branches, deposits, profits and workforce. With the liberalization of the Indian banking industry in the mid 1990's, SBI faced stiff competition from the private sector and foreign banks which resulted in significant loss of its market share. More and more private sector and foreign banks are now growing from strength to strength facing as a potential threat to SBI. SBI has to regain its market share by undergoing a major restructuring exercise which involves redesigning its branch network, providing alternate banking channels, emphasis on lean structure and technology up gradation etc. However, SBI is building its image as a customer friendly bank by launching innovative products and services and promoting its brand.

- i) Give a suitable title to the passage.
- ii) Examine the strategies to be adopted by a market leader in the banking industry to retain its market share.
- iii) Explore the reasons how a market leader can lose its market share significantly in banking industry.
- iv) Do you think SBI has to reposition itself as a customer-oriented bank?
- v) Imagining yourself as the Chairman of SBI, what kind of strategies would you undertake to restructure SBI?

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