



## P&G's Tremor – Reinventing Marketing by Word of Mouth

### STRUCTURED ASSIGNMENT (SA)

SA has a set of logically sequenced questions based on a specific case study. These questions are meant to enhance the logical and analytical skills of the students. Students are advised to attempt a SA only after they have acquired a reasonable conceptual understanding as indicated below.

#### PREREQUISITE CONCEPTUAL UNDERSTANDING

- Conventional Modes of Advertising
- Word-of-mouth Marketing
- Understanding the pros and cons of word-of-mouth marketing – “What’s the Buzz About Buzz Marketing?”, <http://knowledge.wharton.upenn.edu/article.cfm?articleid=1105&CFID=4964639&CFTOKEN=98360650>, January 12th 2005.

#### Structure of the Structured Assignment

Section	Title of the Section	Number of Questions
I	The 'Buzz' About Buzz Marketing	3
II	Growth of P&G: Tremor's Battle for Sales	4
III	A Brilliant Move or Marketing Gone Amok?	4

This structured assignment was written by Sai Prasanna Ragu under the direction of Rajendar Singh Rathore, IBSCDC. It was prepared to accompany the case 'P&G's Tremor – Reinventing Marketing by Word of Mouth'.

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### INSTRUCTIONS TO THE STUDENTS

This assignment should accompany the case on *P&G's Tremor – Reinventing Marketing by Word of Mouth* developed by IBSCDC.

- The learning from this SA can be enriching if it is attempted after having a prerequisite understanding of concepts outlined in the previous page
- Start working on this assignment after carefully going through the case and grasping the significant aspects of the case, including the 'central dilemma'
- Refer to the case as often as needed, when you are working on this assignment. This is an "open book" assignment
- Write your answers in as much detail as possible. Do not write cryptic or too brief answers in telegraphic language
- Attempt to answer all questions in all sections
- For a few questions, there may neither be 'one' answer nor a 'correct' answer. Therefore, give your analysis and logic wherever required. Develop your answers in an integrated manner drawing from your complete understanding of the case
- Use extra sheets, if necessary
- The time limit for completing the assignment and the weightages assigned to each section in this SA for the purpose of grading will be announced by the instructor.

#### For Use by the Student

Name of the Student :  
 Enrolment Number :  
 Programme :  
 Course :  
 Name of the Instructor :  
 To be Submitted on :  
 Signature of the Student :  
 Date :

#### For Use by the Instructor

Grade Awarded / Marks Awarded :  
 Remarks :  
 Signature :  
 Date :





















