

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 02 – EXAMINATION – SUMMER 2017

Subject Code: 2820005

Date: 07/06/2017

Subject Name: Marketing Management

Time: 10.30 AM TO 01.30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.

6

No.

Q.1 Marketing aims to market the below mentioned entities

(a)

- | | | |
|----|-------------------------|---------------------------|
| 1. | A. Product and Services | B. Events and Experiences |
| | C. Persons and Places | D. All of the above |

The product concept proposes that consumers favour products offering

- | | | |
|----|------------------------|---------------------|
| 2. | A. Quality | B. Performance |
| | C. Innovative features | D. All of the above |

Psychographic segmentation involves dividing the market on the basis of

- | | | |
|----|---|-----------------------|
| 3. | A. Geography | B. Needs and Benefits |
| | C. Personality traits, lifestyle and values | D. Decision Roles |

CBBE stands for

- | | | |
|----|-------------------------------------|------------------------------------|
| 4. | A. Customer based brand equity | B. Consumer based brand awareness |
| | C. Customer broad band Expectations | D. Core Brand Benefit Expectations |

Market follower can follow the below strategies

- | | | |
|----|------------------|---------------------|
| 5. | A. Counterfeiter | B. Cloner |
| | C. Imitator | D. All of the above |

Buying Centre in Organisational buying is made up of

- | | | |
|----|--------------|-------------------|
| 6. | A. Deciders | B. Sellers |
| | C. Analysers | D. Window keepers |

Q.1 (b) 1. What are the options available for marketers for product differentiation **04**

2. What is ingredient branding
 3. What are the sources of information search in consumer buying behavior
 4. What is target costing
- Q.1 (c)** List and explain some major decisions in Retailing **04**
- Q.2 (a)** What is Marketing Intelligence system? How marketing organizations are collecting information on the Internet? **07**
- (b)** Target Inc. USA recently discontinued its supplier contract with Welspun group of India for supplying bed sheets. Target claimed that the bed sheets supplied by Welspun were not made of Egyptian cotton as claimed by the company but some inferior material and it cannot mislead its customers in USA. Discuss the importance of the concept of Value chain and Value delivery for organizations in light of this case. **07**
- OR**
- (b)** Walmart Inc is planning to enter the Indian market in organized retailing. Being the largest retailer in the world, it wants to study the macro environment of the country before taking its decision. Discuss the elements of marketing environment which Walmart should consider for taking their decision. **07**
- Q.3 (a)** List and explain the individual and group factors affecting consumer buying behavior with relevant examples. **07**
- (b)** Tivo Inc. one of the major players in the smart phone markets of Europe is planning to enter the Indian mobile handset market, given its tremendous potential for growth in the coming years. You have been appointed as a consultant by the company to help it in the segmentation for mobile handsets in the Indian market. How will you do the segmentation of the Indian market for Smartphone's? **07**
- OR**
- Q.3 (a)** What is brand positioning? Explain the process of creating brand positioning with a relevant example. **07**
- (b)** Samsung, the market leader in the Indian smart phone market is facing a tough challenge from the homegrown brand Micromax. Under pressure from local and Chinese brands the company is planning for defending its market share. What are the market leader strategies the company can use for this purpose? **07**
- Q.4 (a)** What is a product life cycle? List and explain the strategies to be adopted for marketing at each stage of the product life cycle with relevant examples **07**
- (b)** Patanjali foods, the newest player in the Indian FMCG market **07**

is planning to take on established players with a range of household products. Using the concepts of Product Mix and Product line help the company in planning its best product mix for the Indian market.

OR

Q.4 (a) List and explain the process for New product development with an example. **07**

(b) Apex group of ITD hotels is facing problems related to its hospitality services in all its hotel properties. The customer complaints have increased, revenues are down and staff motivation is all time low. Using your knowledge of Services marketing and specifically the concept of Service quality gap, help the company improve its performance **07**

Q.5 **Amazing Amazon** **14**

Founded by Jeff Bezos, Amazon.com started as the “world’s largest bookstors” in July 1995. A virtual bookstore that physically owned no books, Amazon.com promised to revolutionize the retailing industry. It set out to create personalized store fronts for each customer by providing more useful information and more choices than could be found in your typical neighborhood store. Over the years Amazon has diversified into DVDs, music CDs, computer software, video games, electronics, apparel, furniture, food, toys and more.

To overcome the lag between purchase and delivery of product, Amazon offers fast inexpensive shipping. An annual fixed fee gives you the facility of Amazon prime express shipping for most of its products.

Recently the company has entered India and is giving the Indian market leader Flipkart a tough time. In July 2016, Amazon surpassed Flipkart in its shipments due to attractive schemes and amazing discounts. The challenge for Amazon, especially in the Indian market will be to build its supply chain which can function seamlessly to provide a rich customer experience.

- 1. As an online retailer, what are the key elements of marketing channel that Amazon should pay attention to, for becoming the market leader?**
- 2. Compare and contrast the online and offline marketing channels of book retailing. Where does the future lie, in your estimate?**
- 3. Why has Amazon succeeded when many online retailers have already failed in this industry**

OR

Q.5 **Coca Cola Inc.** **14**

Coca Cola, the soft drinks giant is smiling. Its sales grew three per cent by volume during the crucial April-June quarter. While its sales have been in the positive zone this season, after last year it had to cut production by mid-single digits during the summer months. Sales growth this year remained below that of juices and non-aerated drink categories, which grew a little more than 10 per cent. Sales of cold beverages jump significantly during the April-June quarter, as the day temperature goes above 36 degrees Celsius in most parts of India. The period usually accounts for 35-70 per cent of total yearly sales for manufacturers.

Coca Cola has been one of the leaders in mass marketing campaigns in the past and has successfully run many campaigns with Aamir Khan as Thanda matlab Coca Cola which was well received by the audiences.

The company has a well structured and well implemented mass communication program which has helped to gain significant market share in the Indian market. Changing consumer preferences to fruit and nutrition based drinks, sustained campaign against soft drinks by some NGOs and the pesticide controversy few years back are some major risks which the company has to face. Unlike Pepsi it has not diversified too much and still is a soft drinks company.

No other product is so universally available, universally accepted and universally loved. It seeks out new ways to better connect with even more individuals. Referring itself as a Happiness Factory, it is optimistic about its future.

- 1. Discuss the role and importance of mass communications for a company like Coca Cola**
- 2. What are the reasons, in your understanding for the tremendous success of Coca Cola in the Indian market?**
- 3. What are Coca Cola's greatest risks? How it can counter that?**