

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (PART TIME)– SEMESTER 2– EXAMINATION – SUMMER 2019

Subject Code: 4529903

Date: 15/05/2019

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. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Core competencies (b) CRM (c) Order-to-payment cycle (d) Characteristics of services (e) Sales promotion (f) Counteroffensive defense (g) Straight re-buy	14
Q.2	(a) Explain with suitable example company's orientation toward the market place.	07
	(b) Explain value chain with suitable example.	07
OR		
	(b) In strategic planning, how will a company assess growth opportunities for its business units.	07
Q.3	(a) What are CPV and CLV? Explain both concepts with suitable example.	07
	(b) Discuss macro environmental factors that affect business. Explain giving examples.	07
OR		
Q.3	(a) A Japan based company wants to sell its product in India. The company finds that their product (Skin Whitening Cream) has lot of potential in Indian market. Before starting business in the country what are the consumer behavior factors which company should study.	07
	(b) Define Positioning. Explain with suitable example competitive frame of reference and POP and POD.	07
Q.4	CASE STUDY: During the first inauguration of Tata's Nano Car, Ratan Tata famously spoke these words "I observed families riding two-wheelers- the father driving the scooter, his young kid standing in front of him, his wife seated behind him holding a little baby. It led me to wonder whether one could conceive of a safe, affordable, all-weather form of transport for such a family." Hence, started the conceptualization of a car targeted at the low income segment of India who could not afford a car. It is	

a typical example of identifying a need, developing and marketing the product to the targeted segment and enjoying the success of a well-crafted marketing effort.

It is no surprise then, that the little car also dubbed as the “people’s car” attracted much fanfare from the media across the world. The demand for the car could not be met initially, as the Sanand plant wasn’t working full capacity. The cars had to be booked in advance. After a rocky start at its West Bengal Singur plant, the production of Nano was shifted to Sanand, Gujarat. This delayed the launch and also put a tab on the production capacity.

The car comes in standard, CX and LX versions. The price of the standard version falls in the Rs 1 lac bracket (excluding VAT and transportation cost). The car was conceptualized to cater to a segment who earlier could not afford a car due to its high price. Nano is in every sense a revolution in innovation aimed at serving the lower class market.

Tata motors being the countries largest automobile company (commercial and passenger vehicles combined), has been a pioneer in the automobile industry in more ways than one. It being the first company in the engineering sector listed at the New York Stock Exchange. Tata Indica was the country’s first indigenous passenger car built in 1998.

What is even more encouraging is that the car adheres to and in some cases exceeds the quality specifications of the Indian automobile industry. The car has ample ground clearance; space for it’s built and can seat 4 adults. The car has been designed keeping the target segment of a family of four, earlier using a two-wheeler in mind.

Tata Motors was awarded the 2010 Edison and Wall Street Journal Technology Innovation award for their extraordinary achievement.

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| (a) | Explain suitable basis of segmentation for Tata Nano Car. | 07 |
| (b) | According to the marketing activities of Tata Nano, what was the positioning created for the car. Also discuss POP and POD of Tata Nano. | 07 |

OR

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| Q.4 | (a) | Explain product life cycle of Tata Nano according to your understanding. | 07 |
| | (b) | Based on case explain brand extension of Tata Motors | 07 |

Q.5

CASE STUDY:

Howard Boothroyd is disappointed. His company, Novelty Creations has just withdrawn from its latest venture after three unsuccessful months of trying to market a new product. The company markets a range of novelty 'lifestyle' products using a direct mail brochure and the internet. Products marketed include a rainwear range for dogs and cats, an automatic odour protection device for bathrooms and 'make-your-own' birthday card kits. In its outdoor collection it markets a range of garden lights in the shape of garden gnomes and clothes dryers. It has over one hundred individual personal items including nose-hair clippers, blood pressure monitors and earwax removal systems. The company is always looking for new product ideas as the essence of keeping sales moving is novelty and interest. The product just withdrawn after three months in the brochure, and slightly longer on the website, was an extended toenail clipper whereby a person could clip their toe nails without having to bend down. Not all new products succeed, but Boothroyd's problem is that this is the tenth recent new product failure and he is worried that the company is losing direction. New product ideas come from an in-house team consisting of Boothroyd and two other directors. All are from technical backgrounds. Customers are not consulted at the stage of idea generation as it is felt that they would be unable to grasp many early stage concepts. Idea generation sessions take place on the last Friday of every month and usually result in about ten new ideas being put forward and discussed. As the major shareholder of the company, Boothroyd takes it upon himself to select which, if any, of these ideas should be taken further with a view to including them in the product portfolio. He uses his own judgement in this screening process as he feels that the growth of the company is down to his 'feel' for the market. Once a product idea is selected, Boothroyd and his team find someone who can make the product and it is then incorporated in the brochure and on the website. He believes that the best test of a product is whether it sells or not and for this reason no marketing research is conducted before its inclusion in the product portfolio. Once the product is launched, a small sample of customers are contacted randomly and asked to complete a questionnaire regarding their views on this product and other company products. Boothroyd is seriously concerned about recent product failures and is wondering if a different and perhaps more systematic approach to developing new products might be appropriate. He is looking for advice about what the company might be doing wrong and how it might improve its new product development procedures.

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| (a) | Evaluate the company's approach to new product development and suggest how the company might improve its success rate for future new products. | 07 |
| (b) | Is the marketing communication tools, direct mail and internet, used by the company suitable for communicating products of the company. | 07 |

OR

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| Q.5 | (a) | Prepare a marketing plan for its product blood pressure monitor. | 07 |
| | (b) | What is product portfolio? Describe the product portfolio of company. | 07 |
