

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 2 – EXAMINATION – SUMMER 2019

Subject Code:1529306**Date:15/05/2019****Subject Name: Marketing for Managers****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.1** Definitions **14**
- (a) IMC
 - (b) Sense-of-Mission Marketing
 - (c) 7P's and 7C's
 - (d) Consumer buying behavior
 - (e) Generic Brand
 - (f) M-commerce
 - (g) Cultural Pollution
- Q.2** (a) Identifying a strategic alternatives is important task for any organization. Explain in respect of balance the organization's "portfolio". **07**
- (b) Describe the components of service quality Explain the gap model of service **07**
- OR**
- (b) Value delivery process is integral part of marketing .From concept to action is value delivery process leads success or failure? Discuss. **07**
- Q.3** (a) Describe marketing uses of branding and branding strategies **07**
- (b) Explain the diffusion process through which new products are adopted **07**
- OR**
- Q.3** (a) Can we say that India enjoys a favorable age mix of population and favorable dependency ratio? Is there any impact of this scenario on the buying Decision process? Explain. **07**
- (b) Discuss the Steps in developing effective marketing communication **07**
- Q.4** (a) Discuss the importance of retailing in the Indian economy. Discuss nostore retailing techniques **07**
- (b) Explain fundamentals of competitive marketing strategies based on creating value for customers **07**
- OR**
- Q.4** (a) Define consumerism and environmentalism and explain how they affect marketing strategies **07**
- (b) Discuss the basic competitive strategy define by Michael Treacy and Fred Wiersema **07**
- Q.5** **CASE STUDY:**
- Tata Nano evoked great enthusiasm among different sections- car manufacturers all over the world, car lovers, car dealers, designers and of course, the people who were aspiring a car but could not afford one. It was described as a 'design marvel'. In fact Time magazine featured it as 'the best invention in the world car industry after the first ford car'. Despite all these compliments, the cute little car that was supposed to be the outcome of 'conceptualization'

based on user benefits' 'failed to pick up traction with the users. It was repositioned, rebranded and repromoted; still it remained a laggard, a 'failed venture'. Why?

It was certainly the least expensive car. It had roominess, fuel economy and general nimbleness around town. It felt good with its high seating position. It had admirably accomplished frugal engineering. Above all, it did the job for its owner. But it did not sell. Why?

Many reasons for nano's failure was cited like wrong business model with issues in distribution channel management. Lack of advertising and marketing was missing. People are finding difficulty to get the finance as targeted lower middle class family as target audience. Rural market was totally not discovered with after sell service issues.

Some experts had felt that the real issue was the lack of clarity on: who is really Nano's target customer? Is it the two wheeler population migrating to a four-wheeler? Is it the more modern, younger city-dweller enjoying the Nano drive, giving out the message that Nano is a 'youth car'? In the original positioning, the two-wheeler population migrating to a four-wheeler was Nano's target customer. After the rebranding and repositioning, the youth was target customer. The lack of the clarity might have been one of the issues. But was this the real reason for the failure of the car?

The correct answer perhaps is that the car just did not have any customer at all for the company to target. The Indian car buyer, perhaps, just did not need a car like Nano which was universally advertised as the cheapest/ most inexpensive car. The Tatas, perhaps, had not understood it and had proceeded with their untested assumptions about the buying behavior of Indian car buyers. When the customer feels that a given product was not meeting his value needs in owning a product in that category, how on earth any kind of features, or marketing strategy, were going to sell that product to him?

The Tatas had not doubted one were bit their assumptions about the buying behavior of Indian car buyers. Such is the power, always, of assumptions about buying behavior. It had not occurred to the Tatas that car buyers, especially the first time buyers of a car, expected their purchase to get them the thing called 'prestige value' in addition to whatever other values they sought from it. They had the need to display the car as a proud possession. They had to impress their peers and neighbors about their prosperity. The 'cheapest car' neither served their pride nor brought them the sought-after prestige. They may, no doubt, go for an inexpensive car, or more aptly a less expensive car, but not 'cheapest car'. They would not want anyone to say that they had gone and bought 'the cheapest product'. It had not occurred to the Tatas that car as a product has to meet the aspiration value sought by the buyer. Car purchase is one of the most significant purchases for people and the first purchase, in particular, has a high emotional factor.

- (a) The Indian consumer is not wholly price-oriented and so, wholly price-oriented offer with cheapness as the plank would not be welcome to him. Do you agree? **07**
- (b) What could be the Nano's failure reason according to you? Was it a case of 'Targeting the wrong customer'? **07**

OR

- Q.5** (a) Do you think that a price-oriented strategy was OK, but 'the Cheapest plank' was not, especially for cars? **07**
- (b) Wrong assumptions about buying behavior will misdirect markets, Agree or Disagree. Explain **07**
