

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER -II– EXAMINATION – WINTER 2021

Subject Code: 4529203

Date: 23-02-2022

Subject Name: Marketing Management

Time: 02:30 PM TO 05:30 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	Briefly explain the below terms (a) Metamarket (b) Need, Want, Demand (c) Points of Parity (d) Idea Screening (e) Zero Level Channel (f) Viral Marketing (g) Durability and Reliability	14
Q.2	(a) Define Marketing. Explain the concept of Value Chain and Marketing as a Value delivery process with the help of an example (b) You College has decided to purchase an online class management system from Boom Inc. to conduct online classes for students. What are the steps of Organizational Buying that the College should follow to accomplish this task?	07 07
OR		
	(b) Your close friend is planning for a purchasing a new mobile phone. Discuss the steps of Consumer Buying Behaviour that your friend should follow for getting maximum benefit from this consumer decision making.	07
Q.3	(a) List and explain the bases of Segmenting Consumer and Business Markets with relevant examples (b) Xiaomi, the market leader in smartphone market of India is facing tough challenges from the market challenger Samsung and other new players in the market. Discuss some of the strategies to be followed by Xiaomi to defend its market share as a market leader.	07 07
OR		
Q.3	(a) Define Product Levels. Discuss with examples some Product Line and Length decisions. (b) Amul the market leader in dairy products is planning to enter the biscuits and cookies segment in the Indian market. What are steps that the brand should follow for the Brand Positioning of its new range of biscuits and cookies?	07 07
Q.4	(a) Define CBBE. Explain the concept of Co-Branding and Ingredient Branding with relevant examples.	07

- (b) Greenery Restaurant, an up market food and entertainment services provider is planning to reposition its image in the market. Discuss some of the service differentiation strategies that the brand should use to differentiate itself from its competitors 07

OR

- Q.4 (a) Explain the steps of setting the price. What are some of the price adaptations and strategies used by marketers to remain competitive in the market place using pricing as a tool? 07
- (b) Musaji Tea, a tea producing and marketing company in Gujarat is planning to recreate its Brand Equity in the tea market of Gujarat. Using the six steps of Customer Based Brand Equity Model help the company to create its Brand Equity from Brand Salience to Brand Resonance. 07

Q.5

CASE STUDY:

The electric vehicle (EV) evolution in India's passenger vehicle market has remained frozen in time and may see limited adoption over the next decade, experts say.

Weak consumer appetite, inadequate charging infrastructure, an inconsistent policy roadmap, and a high payback period, among other factors, have stymied EV adoption in the personal car segment. To a great extent, carmakers are still grappling with the same issues which failed Reva — high cost of acquisition, battery costs, range anxiety, infrastructure-related issues and high payback period. Local arms of other Japanese carmakers in India echo similar views and strongly believe hybrids instead of EVs is a more viable alternative for a market like India.

Despite a long road ahead, Shailesh Chandra, president, passenger vehicle business unit at Tata Motors, is a lot more optimistic of personal electric cars. His optimism stems from the initial sales response. Tata Motors has sold close to 2,000 units so far despite the coronavirus pandemic, and been clocking a monthly average of 400 cars. Even as Japanese carmakers in India remain sceptical of EVs, Korean carmakers Hyundai and Kia Motors are likely to go full throttle with their EV plans. Kia plans to launch seven electric cars globally by 2027.

The first of these that is being developed ground up is expected to break cover in 2021. Its sister brand Hyundai too is encouraged by the response to the Kona SUV it launched in India in 2019.

Meanwhile, European carmakers like Renault and Volkswagen have been closely watching the EV market evolve in India. Even as all the stakeholders, policymakers, manufacturers, environmentalists and civil society, broadly agree that EVs are the most viable solution for one of the world's most polluted countries, debates around the green credentials of EVs have often come to the fore. Experts argue that the carbon footprint has to be seen in three buckets — fuel and how it's produced, carbon footprint of manufacturing the EVs, and tailpipe emission. Given that majority of India's power plants are coal-fired, the country loses out on that count.

- (a) Why have Electric Cars failed to pick up sales in the Indian market **07**
- (b) Evaluate Electric Cars as a product. What are some of the important benefits which can be useful for product positioning of Electric Cars in India? **07**
- OR**
- Q.5** (a) Are electric cars the right marketing solution for a country like India with high levels of pollution? Comment. **07**
- (b) If you have to create a Marketing campaign for promoting Electric Cars in India, outline some major steps for this. **07**
