

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA– SEMESTER –II-EXAMINATION – WINTER-2023**

**Subject Code:4529203****Date: 18-01-2024****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Define following terms **14**
- (a) Niche marketing
  - (b) Customer Relationship Management
  - (c) 4 P's of Marketing
  - (d) Brand Equity
  - (e) Direct marketing
  - (f) Advertisement
  - (g) Wholesaling

- Q.2** (a) Explain ten marketable entities in detail citing examples. **07**
- (b) Discuss the various differentiation strategies used by companies. **07**

**OR**

- (b) Business market is different than consumer market. Explain this in context with factors differentiating business market from consumer market. **07**
- Q.3** (a) Discuss how market segmentation, target marketing and positioning are interrelated through examples. **07**
- (b) A newly established company manufacturing smartphones want to set up price for its smartphones. Think for a while that you are responsible to set the price. What steps you will go through while setting the price? **07**

**OR**

- Q.3** (a) Explain the stages of the product life cycle. Also, discuss how marketing strategies change during each stage. **07**
- (b) You want to purchase a new two-wheeler for yourself. Explain the stages in the consumer buying decision process that you will go through. **07**

- Q.4** (a) Describe steps involved in new product development process. **07**
- (b) What are distinctive characteristics of services which differentiate them from physical goods. **07**

**OR**

- Q.4** (a) Explain the 5 M's of advertising. **07**
- (b) A cosmetic company wants to offer its products to mass market. As a marketer, explain steps in developing an effective communication. **07**

**Q.5**

Ola Electric- The e-scooter company

Ola electric launched its S1 Pro scooter in August 2021 with tons of features creating buzz in the industry. It received 1 lac orders on its launch where customers booked the scooter at a price of Rs. 999. The scooter was initially offering two variants called as S1 Pro and S1. S1 Pro has a range of 181 km in one charge priced at 1.40 lac. Ola S1 priced at 1 lac offered a range of 141 km. Recently launched Ola S1 Air priced at 85000 offered a range of 101 km.

The company did not able to meet the hype it created. Only S1 Pro was delivered and the company didn't inform customers about deliveries regarding S1. The features showcased in the launch event was not actually seen in the product. Poor build quality, bad service, delayed delivery & bugs in the system led to dissatisfying customer experience. A couple of incidents where the scooter catches fire led the situation go even worst. There were cases when rather than going forward while accelerating, the scooter goes reverse at a great speed leading to injuries to the riders.

Spreading such information regarding the products in news and social media damaged the brand image of Ola and many customers has cancelled their orders due to trust issues with what the company claims. In August 2022, there were 4000 scooters ready but there were no buyers. Company has to shut down its plant for a month due to this. Around 31 top officials left Ola within a year due to issue with top management and product related troubles.

Ola is working on its software and hardware for improvement. With the launch of Ola Air, company is optimistic to capture the market. Once again the hype is made with this scooter to be Activa killer.

- (a) Which segments do you believe are catered through 3 products of Ola Electric. What need of these segments company is trying to fulfill? Do you believe their segmentation is a good enough for success? **07**
- (b) What are the benefits offered by Ola? How customer perceived value act as a reason for customers to book Ola? **07**

**OR**

- Q.5** (a) What according to you went wrong for Ola? What Ola can do in order to create trust amongst their customers. **07**
- (b) If you are the marketing manager of Ola, how would you create a marketing campaign for its product to rebuild its brand image? **07**

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