

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA-SEMESTER-II-EXAMINATION- SUMMER-2024

Subject Code: 4529203

Date: 12/06/2024

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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Define following terms **14**
- (a) Need, want & Demand
 - (b) Market Skimming pricing
 - (c) Zero Level Channel
 - (d) Marketing Mix
 - (e) Wholesaling
 - (f) Sales Promotion
 - (g) Niche Marketing

- Q.2** (a) Elaborate stages of the product life cycle in detail with relevant examples. What strategies can firm used at each of the stages? **07**
- (b) Explain the consumer buying process for the purchase of any product of your choice. **07**

OR

- (b) Explain the concept of Customer Perceived Value (CPV) in detail. How companies can increase value of their products or services? **07**
- Q.3** (a) What distinguishes the consumer market from the business market? Outline the differences between these two markets. **07**
- (b) Explain the concept of Holistic Marketing in detail. **07**

OR

- Q.3** (a) Elaborate on the different methods/basis used to segment consumer markets, providing relevant examples for each. **07**
- (b) Explain the step in setting the price of a newly offered smartphone by Samsung. How do marketers utilize pricing strategies and adaptations to maintain competitiveness in the marketplace? **07**
- Q.4** (a) Explain the 5 M's of advertising. **07**
- (b) Hero Vida, the electric scooter division of Hero Motocorp wants to offer its products to mass market. As a marketer, explain steps in developing an effective communication strategy for the company. **07**

OR

- Q.4** (a) Outline the stages comprising the process of developing a new product. **07**
- (b) Identify the unique attributes of services that set them apart from tangible goods. **07**

Q.5

Tesla has revolutionized the automotive industry with its cutting-edge electric vehicles (EVs) and innovative marketing strategies. Founded in 2003 by Elon Musk, the company has disrupted the traditional car-buying experience, captivating consumers with its sleek designs, outstanding performance, and sustainable mission. Tesla's marketing strategy is characterized by a strong emphasis on digital channels, a direct sales model, and a distinctive branding strategy that leverages the persona of CEO Elon Musk.

Tesla's target audience is defined by a desire for sustainable transportation and a willingness to pay a premium for innovation and quality. The company offers four distinct models—Model S, Model X, Model 3 and Cybertruck—each with its unique features and capabilities, catering to different segments of the market. Their products are known for their high performance, eco-friendly features, and integration of advanced technology.

Tesla cars stand out for their unique features, including Autopilot, a driver assistance system that enables automatic steering, acceleration, and braking within its lane. Other distinctive features include "Dog mode," which regulates the car's temperature to keep pets comfortable, and "Ludicrous Plus Mode," which optimizes the battery for maximum speed. Tesla vehicles also boast a smart auto-raising air suspension system that adjusts based on the vehicle's GPS coordinates, and a touchscreen interface that offers a range of entertainment options, including video games and streaming services, when the car is parked.

Tesla adopted a direct-to-consumer sales model, bypassing traditional dealerships which allows the company to control the entire customer experience, from browsing and purchasing to servicing and software updates. Tesla's showrooms, located in high-traffic areas like shopping malls, create an immersive brand experience and foster customer engagement.

Tesla's brand narrative revolves around sustainability, innovation, and disruption. The company leverages social media & online platform platforms masterfully, with CEO Elon Musk's prolific Twitter presence building anticipation and cultivating a loyal fan base. Tesla's viral marketing campaigns, such as the "Insane Mode" video showcasing the Model S's acceleration, have captured global attention and sparked conversations about the brand.

Tesla's marketing efforts are not just about selling cars but also about promoting a mission and vision that resonates with consumers who are environmentally conscious and value innovation.

- (a) How branding and positioning as an upscale product could be a correct strategy for Tesla Motors? **07**
- (b) How does Tesla's marketing & promotion strategy contribute towards the success for the company. **07**

OR

- Q.5** (a) Do you think Tesla could achieve success in the Indian market with its current marketing strategy? What changes do you think it could make in 4 P's in order to be successful in Indian market? **07**
- (b) What lessons can other brands learn from Tesla's approach to holistic branding and mission-driven marketing. **07**
