

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-II-EXAMINATION-WINTER-2024

Subject Code: 4529203

Date: 13/01/2025

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) Personal Selling
 - (b) Market penetration pricing
 - (c) Marketing Channel
 - (d) Marketing Mix
 - (e) Retailing & wholesaling
 - (f) Ansoff's Product-Market Expansion Grid
 - (g) Co-Branding
- Q.2** (a) Define Marketing Management. Describe ten marketable entities with examples. **07**
- (b) What is consumer market and business market? Identify the differences between these two markets. **07**
- OR**
- (b) What is differentiation? Discuss the various differentiation strategies used by companies. **07**
- Q.3** (a) Describe the phases of the product life cycle and elaborate on the strategies used at each stage. **07**
- (b) You are going to buy a new Smartphone. Explain the consumer buying process for the purchase. **07**
- OR**
- Q.3** (a) Explain various basis for segmenting consumer market with examples. **07**
- (b) Explain the step in setting the price of a newly offered product of your choice. **07**
- Q.4** (a) Explain the 5 M's of advertising. **07**
- (b) An Indian electric car manufacturer 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

Maruti Suzuki, the dominant player in India's passenger car market, commands nearly half of the market share and offers a wide range of vehicles, spanning from compact hatchbacks (such as Alto, WagonR, Swift, S-Presso, Celerio and Ignis) to sedans (DZire, Ciaz, and SX4) and utility vehicles (Ertiga, Eeco, Fronx, Jimny, Invicto, Brezza and Grand Vitara). While traditionally leading in the small car segment, the past decade has seen increasing competition with the introduction of new products by brands like Hyundai, Renault, Tata, Kia and more in the car market. A change in consumer market witness whereby consumers prefer cars look like SUVs. To maintain its position as the market leader, Maruti introduced new and upgraded models. Furthermore, it extended its product range by introducing sedans and utility vehicles, aligning with the market's shift towards more premium products.

To cater to two distinct customer segments, Maruti Suzuki established retail outlets known as Arena and NEXA. Maruti Suzuki Arena focuses on providing value-for-money hatchbacks, MUVs and sedans, primarily targeting first-time car buyers from mid to upper-middle-class households. On the other hand, NEXA, represented by premium showrooms, offers a superior buying experience for more high-end sedans and utility vehicles, equipped with top-notch safety, comfort, and convenience features. Brands like Fronx, Invicto, Jimny, Grand Vitara, Ignis, Ciaz, Baleno, and XL6, bearing the Suzuki badge, are exclusively retailed through NEXA. These upscale showrooms enhance the customer experience with features like car configurators, mirrored screens, and service data facility tablets, all set in a modern and plush environment.

Maruti's True Value channel for pre-owned cars has significantly contributed to market expansion, attracting both first-time buyers and existing car owners looking to upgrade their vehicles. Over the course of two decades since its inception in 2001, True Value has facilitated the exchange of a record-breaking four million pre-owned cars.

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| (a) | Do you believe that creating NEXA as a new brand and positioning it as an upscale product could be a correct strategy for Maruti Suzuki? | 07 |
| (b) | What can be the changes in terms of 4 P's for the products offered at NEXA? | 07 |

OR

Q.5

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|-----|--|-----------|
| (a) | Do you believe that offering a new channel for the different products of the same company is a good idea? Is it going to create a conflict between the current Maruti Suzuki channel partners and new NEXA channel partners? | 07 |
| (b) | How NEXA can create a difference in by offering superior services as a differentiating factor to enhance value? | 07 |
