

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER –II-EXAMINATION – WINTER-2022**

**Subject Code: 1529306****Date: 19/12/2022****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.

		<b>Marks</b>
<b>Q.1</b>	Explain the following terms.	<b>14</b>
	(a) Marketing Orientation.	
	(b) Market Challenger.	
	(c) Retailing.	
	(d) Franchising.	
	(e) Value Delivery Process.	
	(f) Sales Promotions.	
	(g) Business Environment.	
<b>Q.2</b>	(a) What are certain strategies adopted by market leader in any industry to conduct its business? – Explain with examples.	<b>07</b>
	(b) What are certain important criticisms that marketing function faces? How do you handle those criticisms?	<b>07</b>
	<b>OR</b>	
	(b) “Ethics in marketing is becoming very important”. What are the benefits of following ethical marketing practices? Give examples of some brands following such practices.	<b>07</b>
<b>Q.3</b>	(a) Define ‘Branding’. What are the benefits of creating brands for any company?	<b>07</b>
	(b) Explain the New Product Development process in detail.	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Explain the Business Buying Process with an example.	<b>07</b>
	(b) Define ‘Services’. Discuss the differentiating characteristics of services from physical product that have an implication on the way services.	<b>07</b>
<b>Q.4</b>	(a) What are the various steps involved in designing an effective marketing communication.	<b>07</b>
	(b) Elaborate on some major types of retail stores with examples.	<b>07</b>
	<b>OR</b>	
<b>Q.4</b>	(a) Price is considered to be an important ‘P’ in marketing mix. Discuss some popular pricing strategies that companies adopt.	<b>07</b>
	(b) Explain the 5 levels of a product with example.	<b>07</b>

## Q.5 CASE STUDY: ELECTRIC AUTOMOBILES

India unveiled the 'National Electric Mobility Mission Plan (NEMMP) 2020' in 2013 to address the issues of national energy security, vehicular pollution and growth of domestic manufacturing capabilities. Reiterating its commitment to the Paris Agreement, the Government of India has plans to make a major shift to electric vehicles by 2030. By 2023, it wants all three-wheelers to run on batteries. By 2025, the rule will be applicable to most two-wheelers. Incentives are also being offered to make carmakers develop new EV models and manufacturing components such as lithium-ion batteries and electric motors.

E-commerce companies, Indian car manufacturers like Reva Electric Car Company (RECC), and Indian app-based transportation network companies like Ola are working on making electric cars more common over the next two decades. Apart from this, start-ups like Oculus Auto Industries LLP are working on making electric three wheelers more common over the coming years. Energy Efficiency Services Limited (EESL), a joint venture of PSU's of Ministry of Power, Govt. of India is leading the procurement and sale of Electric Vehicles in India.

ABC Ltd. is a diversified organization with business across various industries. With a lot of push from the government to make India a greener country, ABC Ltd. is thinking of going into automobiles sector with a line of electric vehicles (two-wheelers & cars specifically) in the next 5 years time. You have been appointed as a consultant by ABC Ltd. to advise them on their idea.

### Questions:

- a) What are the most important challenges that you consider ABC Ltd. (and similar companies) will face in making a successful venture in to electric vehicles? **07**
- b) How do you suggest ABC Ltd should address those challenges? **07**

### OR

- a) What market segment for its electric vehicles (cars and two-wheelers) ABC Ltd. should target? Define their target market. **07**
- b) What should be the positioning strategy for its electric vehicles (cars and two-wheelers) that ABC Ltd. should convey to its target market? **07**

\*\*\*\*\*