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MB-102

Questions :

- (i) Analyse the characteristics of the market segment targeted by the brand Mahindra Thar. (CO4)
- (ii) Justify the positioning strategy adopted by Mahindra Thar. (CO5)

MB-102

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M. B. A. (FIRST SEMESTER)

MID SEMESTER

EXAMINATION, Nov., 2022

MARKETING MANAGEMENT

Time : 1½ Hours

Maximum Marks : 50

- Note :**
- (i) This question paper contains two Sections—Section A and Section B.
 - (ii) Both Sections are compulsory.
 - (iii) Answer any *two* sub-questions among (a), (b) and (c) in each main question of Section.
 - (iv) Each question carries 10 marks.
 - (v) Section B consisting of case study is compulsory. Section B is of 20 marks.

P. T. O.

(2)

MB-102

Section-A

2×5=10

1. (a) Describe the factors in macro environment that have an impact on marketing decisions. (CO2)
- (b) Describe the components of marketing information system. (CO2)
- (c) Describe the different elements of marketing mix and identify their role in achieving marketing objectives. (CO2)
2. (a) Marketing shapes the needs and wants of consumer, or it merely reflect the needs and wants of consumers. Take a position with respect to the given statement and discuss it. (CO2)
- (b) Explain the concept of holistic marketing and discuss its importance in current scenario. (CO1)
- (c) Explain the five-stage model of consumer buying decision making process. (CO1)

(3)

MB-102

3. (a) Illustrate the different bases for consumer market segmentation with the help of examples. (CO3)
- (b) Explain the importance of understanding consumer behavior to the marketers and examine the factors influencing consumer behavior? (CO3)
- (c) Examine the role perceptual maps in determining brand positioning. (CO3)

Section-B

4. **Caselet (Compulsory):** 2×10=20

When Indian auto major Mahindra & Mahindra (M&M) launched the second-generation Thar, the brand consciously decided to move away from a macho narrative that's typically tied to the perception of SUVs.

In fact, the perception that sports utility vehicles (SUVs) are 'built for men' because of their sheer size, seemingly "aggressive" design and difficulty in handling has been on the

P. T. O.

decline for a while. Though most mainstream car ads, for SUV/MUVs particularly, rarely show women in the driver's seat.

The Thar is as "macho" as they come. A formidable mechanical beast that can traverse the toughest terrains. Women, it seems, are its most vocal admirers and users, and are leading the brand's drive into the mainstream.

In September 2020, the company launched an influencer-led marketing initiative called 'Thar Her'. Mahindra gathered 25 prominent women to create a splash on social media and spotlight the legendary car's new avatar, which is a more versatile ride.

"Typically, SUVs are off-roading vehicles, seen as a very male thing. So, we created something called the Thar-Her drive where we had 25 women including Kamya Jani, Manisha Kelkar and Faye D'Souza who took the vehicle for a full day to our Adventure Academy at

Igatpuri (Maharashtra)," Veejay Nakra, chief executive officer of Mahindra's automotive division, tells Brand Equity.

Actor and off-road driving expert, Gul Panag says that Thar is slowly making an attractive proposition for "mainstream buyers" too.

Mahindra Thar was launched for the Indian market in 2010, to fill the void left by its predecessor, MahindraMM540. It immediately attracted adventure and off-roading enthusiasts, women and men.

However, a decade later, M&M is seeing a paradigm shift in consumer behaviour. Today, Thar is "far more aspirational and as a result, has become a more inclusive vehicle," says Nakra). Families want to go "road tripping in a SUV like Thar." Nakra echoes Panag's views when he says, "it's mainstream yet aspirational." The consumer segment has widened significantly for the brand.

P. T. O.

One of the ads of Thar also differentiates it from other SUVs. Whirring sound of the engine, rough and hilly terrain, sharp turns, a dust storm, and aggressive driving. These are some of the typical elements seen in sports utility vehicle (SUV) ads of today. But there is another stereotype — a man driving the vehicle. Very rarely do these ads feature a woman, and if one is present, it is merely to be the damsel in distress.

The all-new Mahindra Thar's ad, titled 'Explore the Impossible', has all of these typical elements and yet, it takes a refreshing break from stereotype. While the ad features a man driving the SUV, it also has a woman driving her car competently right next to him.

The Thar ad's treatment, portraying the man and the woman racing each other, highlights the equality in the relationship. Through this it

seems to say that irrespective of the gender everyone can drive it effortlessly.

"At Mahindra, we have always celebrated the empowerment of women. Especially women drivers who are not afraid to get behind the wheel and take control of their own unique and inspiring journey," says Harish Lalchandani, VP, marketing, Mahindra Automotive.

"Our film underscores this adventurous streak, while showing that a woman can be as comfortable and confident in her SUV as any man, as she treads uneven ground and encounters the toughest terrain," he adds.

Beyond women, the film also wants to reach out to the millennials, a growing customer base for the all-new Thar, and those who seek an adventure-filled lifestyle. It is also targeted at a growing cohort of Thar buyers who see their vehicle as an extension of their personality and a medium of self-expression.