



**JP – 342**

**I Semester M.B.A. Degree Examination, July 2022  
(CBCS Scheme) (2014-15 and Onwards) (Repeaters)**

**MANAGEMENT**

**Paper – 1.5 : Marketing for Customer Value**

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer *all* the Sections.

**SECTION – A**

Answer **any 5** of the following. **Each** question carries **five** marks : **(5×5=25)**

1. What is a Value Chain ? Explain Michael Porter's Value Chain.
2. Define customer value ? How do you create a customer value model ?
3. Explain the BCG matrix with suitable examples.
4. Briefly explain marketing logistics and its functions.
5. What do you mean by marketing control ? Why is it important ?
6. Illustrate and explain various pricing strategies.
7. Explain the buying decision process with examples.

**SECTION – B**

Answer **any three** of the following questions. **Each** question carries **ten** marks : **(3×10=30)**

8. Briefly explain brand positioning and brand equity with suitable examples.
9. Elucidate the importance of E-commerce practises in today's marketing scenario.
10. Illustrate the role of sales promotion and public relations in communicating value to customers.
11. Explain the marketing environment and competitive dynamics.

P.T.O.



## SECTION – C

12. Case study (compulsory) :

(15×1=15)

**How Octopus Energy used art to get people to switch to green energy**

Octopus Energy used art to inspire people to take action on climate change resulting in an additional 37,000 new customers.

Seeking to put clear water between itself and competitors, Octopus Energy employed the power of art to raise awareness of climate change. Its 'Portraits from the Precipice' campaign launched in November 2019 to encourage more consumers to switch to green energy deals. The launch was scheduled to coincide with a meeting of world leaders at the UN Climate Change Conference. Octopus worked with artists from around the world to create high impact impressions of climate change, and ran them as digital out-of-home (DOOH) displays at 5,000 sites. The activity became the world's biggest ever DOOH art exhibition. Octopus's marketing had traditionally focused on the three big reasons for customers switching to the brand: customer service, fair and transparent pricing, and 100% renewable energy. But it identified an opportunity to go further with a campaign to raise public awareness of climate issues on a wider scale. The campaign was designed to inspire everyone to take action over climate change, as well as enhancing the brand's reputation and growing its customer numbers. A global roster of artists created works answering the brief 'What does climate change mean to you?' A collaborative approach with Art finder and DOOH partner JCDecaux provided support in terms of sourcing art and designing the presentation, while the Royal Society of Arts/Royal Academy gave the first annual Climate Change Art Prize (Of £10,000 cash) to the winning image. The campaign achieved exceptional results versus its objectives. Octopus saw a 163% increase in signups, gaining an additional 37,000 new customers compared to the same period the previous year, leading it to claim the 2020 Marketing Week Masters award for utilities. The judges applauded the bravery of switching the entire Octopus budget from rational acquisition advertising to brand building. They said: "These initial results show it was an investment worth making."

Based on the case study, answer the following questions.

- How do you enhance E-marketing strategy as marketing manager of this company ?
- How do you influence customer to change their mindset to other brand or product ?
- What are the campaigning strategies you bring to organization for spreading awareness ?