

[4]

Haier has been widely recognized as a leader of 9 products in terms of domestic market shares and the 3rd player of 3 products in the world market and world-class company in the fields of home integration, network appliances, digital and large-scale integrated.

circuits and new materials. Haier has long attached significance to innovation in satisfying the demands of worldwide consumers and realizing win-win performance between Haier and clients. Haier has currently obtained 6,189 patented technology certificates (819 for inventions) and 589 software intellectual property rights. Haier has hosted and taken part in modification of about 100 China's technological standards. Haier invented technology, incorporated in the Safe Care water heaters and dual-drive washing machines, has been proposed to the IEC Criteria.

Haier's "OEC", "Market-chain" and "Individual-goal combination" management performances have been recognized worldwide. Haier's experiences have also been introduced into case studies of business mergers, and to financial management and corporate cultures of many foreign educational institutes, including Harvard University, University of Southern California, Lausanne Management College, the European Business College and Kobe University. Haier's "Market-chain" management practice has also been recommended to the EU for Case Studies, and its "Individual-goal combination" management concept has been recognized by worldwide management researchers as a feasible solution of commercial over stocks and accounts overdue.

Facing fierce global market competition, Haier has launched the global brand building strategy and updated the spirit, "Create resources, worldwide prestige" and work style "Individual-goal combination, swift action and success", with an aim to gain global.

recognition and sustainable development.

Haier is an example of how an Asian company can build a brand and take it beyond its national market. Haier brand which is built on quality and a commitment to offer innovative products at a competitive price, exports to over 150 countries around the world, has 13 factories spreading from Philippines to Iran to the US and recently became the no. 1 refrigerator maker in the world, overtaking Whirlpool.

Haier traces its history back to the Qingdao General Refrigerator factory, which was founded in 1958 as a cooperative to repair and assemble electric appliances. Till Chinese entrepreneur Ruimin Zhang took charge of the factory in 1984, the company struggled with its quality and incurred huge losses.

Total No. of Questions: 7

Total No. of Printed Pages:5

Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec-2023

MS5CO07 Marketing Management

Programme: MBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Which concept holds that consumers will favor the products that are easily available at an affordable price? 1
 (a) Production concept (b) Product concept
 (c) Marketing concept (d) Production cost concept
- ii. "Everyone likes a Mercedes car but few can buy it." This is an example of- 1
 (a) Demand (b) Desire (c) Want (d) Need
- iii. Heterogeneity in rural lifestyles is mainly on account of the geography, varied income levels and _____ of the consumers. 1
 (a) Occupation (b) Awareness
 (c) Cultural differences (d) Consumption
- iv. Pendergraff Pet Supplies divides the pet market according to the owners' race, occupation, income, and family life cycle. What type of segmentation does Pendergraff use? 1
 (a) Geographic (b) Behavioral (c) Demographic (d) Psychographic
- v. Pricing Strategy of setting a high price when a product is introduced and gradually lowering its price is known as- 1
 (a) Skimming (b) Penetration pricing
 (c) Peak load pricing (d) Dumping
- vi. Using a successful brand name to launch a new product in a different category is called? 1
 (a) Line extension (b) Brand expansion
 (c) Brand extension (d) Branding
- vii. The use of short term incentives to encourage the purchase or sale of a product or service is called _____. 1
 (a) Direct Marketing (b) Sales Promotion
 (c) Personal Selling (d) Public Relations

P.T.O.

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viii.	When Channel members assume responsibility for one or more of the marketing flows over at least two separate levels of distribution, manufacturing and Wholesaling, in fact, such systems are synonymous with both forward and backward vertical integration is known as_____.	1	
	(a) Corporate Vertical Marketing Systems		
	(b) Contractual Vertical Marketing Systems		
	(c) Administered Vertical Marketing Systems		
	(d) None of these		
ix.	When companies make marketing decisions by considering consumers' wants and the long-run interests of the company, consumer, and the general population, they are practicing which of the following principles?	1	
	(a) Innovative marketing		
	(b) Consumer oriented marketing		
	(c) Value marketing		
	(d) Societal marketing		
x.	Early adopters of which opinion leaders are largely comprised of and tend to be ____	1	
	(a) Generalized; that is, they tend to lead the group on most issues		
	(b) More likely to buy new products before their friends do and voice their opinions about them		
	(c) From the upper class; people from other classes are more likely to be followers		
	(d) Quiet, withdrawn people who don't make fashion statements or take risks easily_____		
Q.2	i. Explain one cause and solution of marketing myopia.	2	
	ii. What are the metrics and techniques to measure customer satisfaction?	2	
	iii. How marketing concept is significantly different from production concept and selling concept? Give the relevant examples from the current corporate environment.	4	
OR	iv. Explain generic value chain model with the help of an example.	4	
Q.3	i. What are the bases for segmenting consumer market?	3	
	ii. What are the approaches used to evaluate and select the market segments?	5	
OR	iii. How a firm develop and establish effective positioning in the market?	5	
Q.4	i. What are the benefits of building and maintaining brand equity?	3	
	ii. Explain different stages of product life cycle.	5	
OR	iii. Explain five pricing strategies for tourism marketing.	5	

		[3]	
Q.5	i. What are the key steps involved in developing and implementing effective communication strategies as part of an integrated marketing communication (IMC)?	2	
	Attempt any two:		
	ii. What is marketing logistics, and how does it contribute to the success of a business in today's competitive market?	3	
	iii. Explain with the help of suitable example channels of Distribution and factors affecting choice of distribution channels.	3	
OR	iv. Elaborate the use and impact of sponsorships or event marketing with the help of suitable example.	3	
Q.6	Attempt any two:		
	i. Identify effective competitive strategies in the context of emerging trends in marketing with suitable example.	4	
	ii. Explain market strategies for marketing followers and market nichers.	4	
	iii. What are the key benefit and challenges associated with green marketing practices?	4	
Q.7	Case Study- Haier: A Global Brand	10	
	Haier is the world's 4th largest white goods manufacturer and one of China's Top 100 electronics and IT companies. Haier has 240 subsidiary companies and 30 design centers, plants and trade companies and more than 50,000 employees throughout the world. Haier specializes in technology research, manufacture, trading and financial services. Haier's 2005 global revenue was RMB103.9 billion (USD12.8 billion).		
	Guided by business philosophy of CEO Zhang Ruimin, Haier has experienced success in the three historic periods—Brand Building, Diversification and Globalization. At the 21 st anniversary of founding of the Haier Group December 26, 2005, Haier announced its 4 th strategic development stage of Global Brand Building. In 1993, Haier brand was officially recognized as a famous brand and in 2005 valued at RMB70.2 billion. Since 2002, Haier has consecutively been ranked first in the row of China's most valuable brands for manufacture of 15 products, including refrigerators, air-conditioners, washing machines, televisions, water heaters, personal computers, mobile phones and kitchen integrations. Haier was ranked first of China's Top 10 Global Brands by China State Bureau of Quality and Technical Supervision (CSBTS) for refrigerators and washing machines. On August 30, 2005, Haier was ranked 1st of China's Top 10 Global Brands by the Financial Times.		

[5]

Haier attracted tremendous publicity when Zhang smashed faulty refrigerators with a sledgehammer, to send out a message about his commitment to quality. Today, Haier commands approximately over 30% share of the Chinese market in white goods and had revenues of US \$9.7 billion as of 2003.

True to that event, Haier has built its brand on quality. Haier's strategy has been to establish a leadership position in the domestic market before venturing into global markets. Unlike most players who concentrate on the low end of the market by offering cheap products, Haier has focused on offering innovative products at a competitive price and the brand is starting to see results. A case in point is that Haier is the leading brand in the US in mini-refrigerator category.

Haier's commitment to quality and innovation is evident by the 18 international product design centers that it has established in Los Angeles and Tokyo which are in turn supported by production facilities in US, Japan and Italy.

Though it is common to see charismatic CEOs such as Sir Richard Branson, Steve Jobs and Bill Gates leading the brands in the western world, it is hardly the case in Asia. Many Asian executives shy away from publicity. Ruimin Zhang has set an example to many Asian companies about how the CEO can take charge of the brand and be the chief brand ambassador. Zhang's aggressiveness to build his brand, his commitment to quality and his business acumen has attracted much deserved global accolades.

Ruimin Zhang was placed nineteenth among the twenty-five most powerful people in business outside the US by Fortune magazine in 2003 and Haier was ranked the most admired Chinese brand in 2004 by a Financial Times/PricewaterhouseCoopers survey.

Questions-

- (a) Analyse the Haier case and identify significant issues.
- (b) Discuss Haier's branding strategy.

[5]

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Marking Scheme
Marketing Management (T) - MS5CO07 (T)

Q.1	i)	b. Product concept		1
	ii)	a. Demand		1
	iii)	c. Cultural differences		1
	iv)	d. Psychographic		1
	v)	a. Skimming		1
	vi)	c. Brand extension		1
	vii)	b. Sales Promotion		1
	viii)	a. Corporate Vertical Marketing Systems		1
	ix)	d. Societal Marketing		1
	x)	b. More likely to buy new products before their friends do and voice their opinions about them		1
Q.2	i.	One cause	1 Mark	2
		Solution of Marketing Myopia.	1 Mark	
	ii.	Metrics	1 Mark	2
		Techniques	1 Mark	
OR	iii.	Difference of marketing concept	(3 Marks)	4
		Examples	(1 Mark)	
	iv.	Generic value chain model	(As per explanation)	4
Q.3	i.	Segmenting consumer market	(As per explanation)	3
	ii.	Evaluate	2.5 Marks	5
OR		Select the Market Segments.	2.5 Marks	
	iii.	Effective positioning in the Market	(1 Mark*5)	5
Q.4	i.	Building	1.5 Mark	3
		Maintaining brand equity.	1.5 Mark	
	ii.	Stages of Product Life Cycle.	(As per explanation)	5
OR	iii.	Five pricing	(1 Mark*5)	5
Q.5	i.	Key steps	1 Mark	2
		Effective communication strategies	1 Mark	
		Attempt any two:		
OR	ii.	Definition of marketing logistics.	(1 mark)	3
		Role of marketing market	(2 Mark)	
	iii.	Channels of Distribution with examples	1.5 Marks	3
		Factors affecting Choice of Distribution Channels.	(1.5 Marks)	

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iv	Use of Sponsorships	(1.5 Mark)	3
	Impact of Sponsorships or Event Marketing	(1.5 Mark)	
Q.6	Attempt any two:		
i.	Effective competitive strategies	(As per explanation)	4
ii.	Market strategies for Marketing Followers	(2 marks)	4
	Market strategies for Market Nichers.	(2 marks)	
iii.	Key benefit associated	(2 Marks)	4
	Key Challenges	(2 Marks)	
Q.7	1. Analyse the Haier case	(5 Marks)	10
	2. Haier's branding strategy.	(5 Marks)	
