

MBA(FT)-November/ December 2020

Paper 6105: Marketing Management

Unique Paper Code: 410901105

Time: 3 Hours

Max. Marks: 70

Attempt any five questions. All questions carry equal marks.

1. An automobile company plans to launch an electronic car 'EcoGo'. The model is kept small, unconventional and a good size for getting through crowded, narrow streets and would fit into any tight parking spot. Government subsidy on electronic vehicles would serve as a strong advantage for buyers. The list price of other competitive models in electronic vehicle category is around Rs 6 Lacs. Three colours are offered as part of the purchase price while three more metallic colour options will be offered at an extra cost. In addition, buyers get an option of going for more features like adjustable seats, power windows, stereo system, removable panels, and safety alarm at an additional price. Along with its regular dealer network, the company also plans to set up a website to let buyers to choose the colour and reserve the model. Suggest the pricing strategy that the company should adopt. Which internal or external influences will be most influential in affecting the pricing decision and why?
2. A private insurance company has recently come up with a variety of products in life insurance. The company plans to build up a distribution structure comprising of direct marketing, corporate agents, and banks. As a direct measure, the company has invested in a website and tied up with educational institutions with a plan to offer insurance advice through special booklets to parents of children enrolled in various courses. In this context, discuss the role of distribution channels in enhancing business for the company. What other measures can be taken by the company to further strengthen its distribution system to meet the competition?
3. Covid-19 has changed the business landscape. Marketing too has been affected with this disruption. In such a situation, explain the changes that are required in the marketing mix to enable a company to connect with customers, build brand loyalty and prepare for life afterwards.

4. Assume that you are an apparel brand 'Comfit', operating in an increasingly competitive environment characterized by over capacity and declining customers. In what life cycle stage are you in? Discuss your product and promotion strategies in this stage of PLC.
 5. Consider the case of a new travel company Crazy Trip Pvt. Ltd. that plans to enter the market and offer various services to consumers such as airline and hotel reservations, cruises, vacation packages and car rentals. Due to intense competition from other travel websites, it wants to create a difference by adopting a well-planned segmentation and targeting approach. Using the segmentation bases, identify the segments for the travel company and suggest the targeting strategy. Give reasons in support of your choice.
 6. The impact of teen market is extensive. This segment spends heavily clothing, watches, bicycles, videos, movies and other forms of recreation. Surveys have shown that they also influence family purchases. Marketing consultants, therefore, feel that companies should strongly consider the teen's role in purchase decisions of a modern family. In this context, outline some of the factors in macro-environment that have resulted in this change and discuss the likely impact of these factors on consumer behavior.
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