



ARKA JAIN University, Jharkhand

1st Semester End Semester Examination – 2019

Subject: Marketing For Managers

Course: M.B.A.

Time :3 Hours

Full Marks:70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B' & C**
- **Part-A-** Contains Six questions out of which Four Questions are to be answered
- **Part- B-** contains Five Questions out of which Three Questions are to be answered
- **Part -C**is compulsory.

PART A

Q.1) Answer the following questions briefly

(5x4= 20)

- Explain the term 'cash cow'.
- What are 'staples' in consumer goods classification?
- Using an example explain the 'depth of a product line'?
- What is skimming pricing?
- Explain the term AIDA?
- What is a 'two-level' marketing channel?

PART B

Q.2) Explain the following:

(10x3=30)

- Explain various product levels, using an example.
- Define Macro and Micro Environment using any company as you 'case' or 'point of reference'.
- What are different segmentation variables a marketer could use?
- Define consumer buying decision process.
- Explain the marketing research process.

PART C

Q.3)

(20x1=20)

Please read the following extract:

Small wonder or big challenge?

For all the excitement surrounding what was meant to be a Rs 1-lakh marvel, the Nano hasn't been having a smooth ride.

By: Ramanujam Sridhar, CEO, brand – comm.

Whatever is happening to the Tata Nano? The brand which was touted as the greatest thing to happen to the Indian automotive industry and promised to transform the life of the middle-class consumer in India suddenly seems to have hit a speed breaker. Let us just go back a little in time to the pre-launch and the announcement of the Rs 1 lakh car which was actually made by Ratan Tata in March 2003 at the Geneva Motor Show. It was hailed as a triumph of Indian innovation and showed the disbelieving Western world as to how India was able to tap the fortune at the bottom of the pyramid and how India had leapfrogged to the forefront with its dramatic new offering. The media went to town. Airport book stalls were full of books on the car and its amazing journey — Small wonder — the making of the Nano was just one of the titles.

Who is the customer?

The lowest priced car has certain advantages and certain disadvantages as well. The advantage is the price (even though it is not Rs 1 lakh) is affordable to a whole lot of Indians. I know a number of affluent Indians too who have bought it as their third car! Are they the core target audience? Or is it someone who is currently riding his two-wheeler in the dust and grime, breathing in the exhaust of the bus in front of him, who wishes to graduate to the safety and comfort of a four-wheeler, however small? This actually leads me to the next concern and that is the concern, or is the right word obsession, with space. Indians live in cramped conditions and dream of more space. They want more spacious houses, space for their children to play and space to park their commodious luggage in the boot. Have you seen any Indian travel light? While the Nano seems fine for two, how many families have two members and even if they are “dinks” (double income no kids) they would find another similar family to travel with.

I too wanted to buy a Nano when I saw all the hype and my family asked me a simple question that they often do, “Are you mad?”, and I promptly desisted. How many such conversations are happening all over India? Often companies forget that business is not so much about innovation, hype and media coverage but about listening to the consumer.

Please answer the following questions with reference to the above news article.

1. What is your understanding of Tata Nano's Target Customer? (5 marks)
2. Where did Tata Nano faced problem in the implementation of Marketing Strategy? (5 marks)
3. What was the positioning of Tata Nano? (5 marks)
4. Where in the product life cycle stage Tata Nano is and is it possible to revive the brand? (5 marks)