

Seat No.	
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M.B.A. (Part - I) (Semester - II) (CBCS) (New)
Examination, May - 2018
MARKETING MANAGEMENT
Sub. Code: 68310

Day and Date : Friday, 11 - 05 - 2018

Total Marks : 80

Time : 3.00 p.m. to 6.00 p.m.

- Instructions : 1) Q. 1 and Q. 2 are compulsory.
2) Solve any two questions from Q. 3 to Q. 5.

Q1) Case study:

[20]

As part of the Tata Group, Tata Motors has been a strong part of the Indian history. With many successful launches of both commercial and passenger vehicles such as Tata 407s, Tata Sumo and Tata Indica, Tata Motors finally decided to launch a passenger vehicle that will set a new trend of "Easily Affordable" passenger vehicle - The Nano.

Tata Nano was launched in India, targeting the families who use bikes as a form of travel. It was designed to allow the families to have a more comfortable, safe means of travel. Price was also a factor in the development of the car and it was supposed to be the most affordable car in the world. It was supposed to have a price tag of one Lakh Rupees. The Making of Tata Nano Tata Motors had a formidable challenge at their hands of making a car that costed only one lakh but had all the necessary and essential features. This was reflected in the making of the Nano. All the non functional parts were eliminated, the essential parts were redesigned to reduce cost like the spark plugs, engine etc. Bosch engineered the spark plugs based on motorcycle spark plugs. The engine was completely made out of aluminium. The car was designed to be utilitarian. The car reflected the same where all the feature ensured functionality but at the expense of looks and aesthetics. The initial car didn't have Air Conditioning System and the hatch door was missing. Tata Nano creates new

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benchmarks and standards in the automotive industry creating a strong ripple that resonated and created huge publicity and awareness for the product throughout the world. With a price tag of Rs.1 Lakh or approximately at \$1500 at that time, it created a huge hype. People thronged the dealers to pre-book the Nano and as a result of that, about 203,000 orders were obtained which generated around \$501 million dollars. The marketing team focused on the price tag of the market projecting the affordability factor of the car. They highlighted the utilitarian features and termed it as a family car. These efforts coupled with the already hyped awareness worked out well for Tata Nano.

- a) Comment- Tata Nano set a new trend of "Easily Affordable" passenger vehicle.
- b) Elaborate success factors of Tata Nano.

Q2) Case study:

[20]

Established in 2012, Butterflies Bags has become one of the most renowned and trusted name when it comes to ladies handbags, purses and clutches. With a humble beginning 5 years ago, the brand has become the top selling private label, in the bags category on all leading virtual retail platforms of India. As the brand name suggest, it is aligned to create vibrant, yet elegant products for the fashionable women of today. The brand talks offer 'distinctively exclusive' products, as their tagline also claims the same. Butterflies Bags offers ladies handbags, purses and clutches with unique design and looks which catches eye of every woman. After claiming heavy success in Indian market, Butterflies Bags in line to launch their exclusive showrooms to increase market reach.

Which market segment targeted by Butterflies Bags? What makes Butterflies Bags a top selling private label brand? Will exclusive showrooms gives desired result to Butterflies Bags?

- Q3) a) How marketing and selling differs from each other-discuss with example. [10]
- b) Comment-Packaging is silent salesman. [10]

Q4) a) Market segmentation helps a marketer to serve customer needs effectively- Justify with example. [10]

b) Why consumer behaviour is said to be a decision-making process- Justify. [10]

Q5) Short notes. (any four): [20]

a) Supply chain Management.

b) Scope of Marketing.

c) Product Positioning.

d) Channel design decision.

e) Branding.

f) Personal selling.
