



I Semester M.B.A. Degree Examination, August/September 2021
(CBCS Scheme) (2014-15 and Onwards)

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 do you mean by marketing ? Explain the core concepts of marketing.
2. Define competition strategy. Why is it important for marketing ?
3. What do you mean by brand positioning ? Briefly explain brand positioning.
4. Briefly explain steps in price setting.
5. What do you mean by channel integration ? Why is it important ?
6. Illustrate and explain the various stages of personal communication.
7. Why is excellence in services important in marketing ?

SECTION – B

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

8. Briefly explain market segmentation and target marketing.
9. Elucidate importance of supply chain management with examples.
10. Illustrate the role of integrated marketing communications.
11. Explain the concept of life time value of customers.



SECTION – C

12. Case study (Compulsory) :

(1×15=15)

Toyota used an old name to bring new technology to drivers

Toyota targeted mainstream drivers wary of new tech and reluctant to be early adopters

The renaming of Toyota's Auris model as the Corolla brought back a name that may have been familiar to many Toyota drivers from the past, while spearheading a strategy to steer customers towards unfamiliar new technology. The small family car – itself a declining market segment as buyers switch to SUVs and crossovers – was chosen to test Toyota's strategy to emphasise hybrid models, and to increase production of them. The plan meant Toyota would need to encourage 90% of corolla buyers into the more expensive hybrid versions. Along with the new name, the revived corolla would boast new styling and improved specifications that sought to address critics who called the Auris dull but it would see a hefty price increase compared to the old model, with hybrid versions typically costing around € 3,000 more than a petrol – powered corolla. A key consumer insight was that mainstream car buyers are keen not to be left behind by technology trends, even if they are reluctant to be early adopters. The challenge for the 2019 launch of the corolla was to communicate the tangible benefits of its hybrid technology, which offers lower emissions than purely petrol cars without some of the perceived range and charging limitations of fully – electric vehicles. Toyota also wanted to address consumer misconceptions about hybrids, and to highlight conventional performance benefits rather than environmental ones. The campaign message developed 'Don't get left behind. Keep moving with the Corolla Hybrid' – summed up these concepts, with the creative treatment showing a corolla passing a succession of historic and then modern vehicles, including an electric car that is stationary while it recharges. Consumers got the message, with interest in and consideration of the corolla jumping sharply, and sales increasing by a substantial 45% compared to the previous Auris model. This all culminated in Toyota winning the 2020 Marketing Week Masters award for automotive.

Based on the case study, answer the following questions.

- If you are decision maker for the particular brand which name you could have suggested and explain why a particular name is chosen.
- How should marketing managers position the brand name and what are the ways of communicating value ?
- When car value is decreasing in the market, what is your innovative approach you can bring in to market to influence the brand product to customer ?