

VPM's
DR VN BRIMS, Thane
Programme: MMS (2017-19) (Mktg.)
Third Semester Examination October 2018

Subject	MARKETING STRATEGY		
Roll No.		Marks	60 Marks
Total No. of Questions		Duration	3 Hours
Total No. of printed pages	2	Date	3.11.2018

Q1) 20 Marks (Compulsory)

Hyundai Motor Co. brought back the entry-level Santro small car to India two decades after it was first introduced as the South Korean carmaker mounts one of its strongest-ever efforts to challenge the domination of Maruti Suzuki India Ltd in rural markets and small towns. The re-launch of the Santro, however, comes at a time when high auto fuel prices, increased loan rates, and worsening macroeconomic factors have crimped consumer demand.

Hyundai generates about 20% of its total sales from rural and semi-urban areas. In comparison, Maruti Suzuki garners about 30%-35% of its sales volume from such regions because of its range of fuel-efficient, small cars such as the Alto, WagonR and Celerio and a vast retail network.

Y.K. Koo, managing director, Hyundai Motor India Ltd, said the new Santro will be pushed more in the semi-urban and rural markets as the company would try to attract more first-time car buyers. "For Santro, the priority market is rural and the first-time buyers, and whatever the number of customers we get from the metro cities will be additional. This is the right product to attract the rural as well as the semi-urban markets as the Santro has the lowest cost of maintenance among its competitors," said Koo

Hyundai's market share has been stagnant at 15% to 16% over the last few years mainly because of capacity constraints at its factory in Chennai and lack of new products.

Maruti has about a 51% market share. The new Santro will help Hyundai reach a market share of 17%, Koo said earlier this month.

"The share of 'A' segment hatchbacks has decreased in urban markets as customers are looking to go for products at the higher price points. The rural markets also have been performing well as the purchasing power of the populace has increased. Hence, this is the right strategy for Hyundai as the number of individuals who will look to upgrade to a car will be more in the smaller towns and rural markets," said Puneet Gupta, associate director at global information provider IHS Markit.

Questions:

1. Explain the product strategy adopted by Hyundai Motor Co. for Santro
2. Why SWOT Analysis did the company undertake before the Santro Launch?
3. How do you segment the car market in India? Explain with reference to the case.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain the terms core competency and sustainable competitive advantage.
- b) Explain the upward and downward stretching in product strategy
- c) Explain with an example the advantages of Omni Channel Strategy

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain horizontal & vertical channel conflict with examples ?
- b) Explain the importance of Generic Marketing Strategy with examples.
- c) What are the types of test marketing ? Give example.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) How do you arrive at the Net Promoter Score for an Automobile company?
- b) Explain the concept of Same Store Sales and its relevance in the marketing strategy.

- c) What type of branding strategy does HUL follow, what are its advantages? Explain with specific product line .

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain with examples any two objectives of pricing decisions.
b) What could be the channel constraints? Explain with examples.
c) Explain the PLC of any consumer durable product.

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks.

- a) Outline the importance of PESTLE in marketing strategy.
b) What type of products do we use the Market Skimming Pricing strategy? Why?
c) Is Cannibalization strategy good for the company? Why? Give example

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain the concept of PARTS framework.
b) How important is Market Intelligence data to the marketer? Explain its uses?
c) What do you mean by line-filling strategy? Give example.