

MMS-TP
Market Applications & Practices.

MAP02

25/4/13
25-04-2013.

Roll No.

Total No. of Printed Pages: 2 + 2 = 4

Total No. of Questions : 3

Maximum Marks : 30 + 30 = 60

Duration (hrs.) : 3 (For section I & II)

Section, if any : A

Note : Question no. 1 is compulsory carrying 10 marks, attempt any two from the remaining four questions each carrying 10 marks.

Section I & II to be solved on separate Answer Books.

Q.1. Prepare a marketing plan for Mahindra's 'e2o' after reading the following case:

Mahindra Reva sees power in electric cars

(April 4, 2013, Deccan Herald)

Electric mobility pioneer Mahindra Reva Electric Vehicles, part of the \$15.9 billion Mahindra & Mahindra (M&M) group, is upbeat about the prospects of electric cars becoming a popular mode of transportation in India. In this regard, Mahindra Reva, which launched the 'e2o' electric car in Bangalore on 3rd April 2013, has planned a meticulous campaign to make the car popular in the country.

Having already rolled out the e2o in eight cities, the company has roped in 24 out of 200 Mahindra dealers to sell the car. Talking to Deccan Herald on Wednesday, Mahindra Reva Chief of Strategy and Technology Chetan Maini said, "There are many markets which need to be penetrated. A robust distribution network is required if this is to be achieved."

Reva, which is the country's only electric car manufacturer, has invested around Rs 100 crore towards the development of the e2o concept, including a new plant near Bangalore with a capacity to manufacture 30,000 cars.

Game-changer

When the e2o concept was first announced (as Reva NXR), one of the major challenges the company had to contend with was to sensitise people about the importance of electric mobility. "Electric vehicles may emerge as game-changers. But the need of the hour is to educate customers about shifting to electric mobility, from the conventional fuel-run vehicles," Maini said. "Around 85 per cent of oil in India is imported. Hence, people will begin to realise the importance of electric vehicles against conventional fuel-run vehicles. With electric cars expected to become popular and more players foraying into the market, there is scope for greater development of electric mobility. This, coupled with more awareness,

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infrastructure and government support, will change everything," he added. Prime Minister Manmohan Singh had recently rolled out the 'National Electric Mobility Mission Plan 2020' to encourage the extensive shift towards electric mobility. "Going by the Plan, in the next five years or so, I see a growing number of electric vehicles on the road. By 2020, 5-10 per cent of all cars will run on (electric) power," Maini said.

With the e2o launched, the company has gone all out with tapping those parts of the market which it deems ready to take on the new trend.

According to Mahindra Reva Chief of Operations R Chandramouli, "The e2o (with an on-road Bangalore price tag of Rs.7,01,045) will attract early adopters of technology, who are responsible about the environment and also leaders in their respective fields. Even people with higher purchasing power would opt for the e2o as a second family car." Mahindra Reva has also set up 100 charging points across Bangalore, and is in talks with corporate and IT firms to have such points on their campuses.

Q.2. Explain any two of the following:

- A. Porter's Generic strategies
- B. Growth strategies
- C. New market entry strategies

Q.3. Differentiate between any two of the following with examples:

- A. Prospector and Defender strategies
- B. Market expansion and Strategic Withdrawal
- C. Frontal attack and Guerilla attack

Q.4. Attempt any two of the following:

- A. Prepare service marketing mix of any player in telecom industry.
- B. Mention the product-mix strategies of any brand from FMCG industry.
- C. Identify promotion strategies of any brand among consumer durables.

Q.5. Attempt any two of the following:

- A. Mention challenges for rural marketing.
- B. Differentiate between FMCG and Consumer durables buyer behavior.
- C. Mention critical success factors in FMCG marketing.

All the best

Note : Q1) is compulsory & answer any two from Q2 – Q5 questions:

Q1) Read the following case and answer the question that follows:

Pratap Kapoor's wild dining format is unique and one of its kind in Mumbai. Advertised as a jungle theme restaurant, it is named as "sher Baugh." Wild dining is more of an amusement park than dining space with all the facilities, which can delight a family. It delivers its promises through robotic animals and a simulated thunderstorm, features that would delight children. It gives the feeling of living in the wild for the urbanites and gives them a break from the typical fancy restaurants.

Mr. Pratap was planning to convert his venture into a franchise format with opening of outlet in all the metro cities in India. However, he is not sure of the sale ability of this kind of retail format in the Indian context. This critic of his venture says that for adults who put the food over the experience of eating in an artificial jungle the wild dining restaurant is not all that fun. In addition, the cost incurred in setting up the format is a point of concern.

A) what is wild dining offering and target market (5)

B) According to you will this kind of theme based dining format succeed in the Indian context? Why? Explain with relevant examples. (5)

Q2) Answer any two out of the following:

a. Viral Marketing:

b. Private Labels:

c. Three Revenue modes for Internet Marketing:

Q3) Answer any two out of the following:

a. State the Limitations of E-tailing:

b. Define the process of B2B Marketing and also which is the most crucial step in B2B and which is the step that can be ignored in B2B according to you?

c. Spamming:

Q4) Answer any two out of the following:

a. Tools for Direct Marketing:

b. What are the objectives of Email Marketing?

c. Social Media Marketing

Q5) Answer any two out of the following:

a. Convenience Store:

b. Wheel – of - Retailing:

c. Rain Check policy of retailers:

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