

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

PGDM COMM (Second Year – Trim - V) Batch – (2017-2019)

EXPERIENTIAL MARKETING: FINAL EXAMINATION

TOTAL MARKS: 25

DATE – 14/01/2019

Time : 1.5 Hours

ATTEMPT ANY 5 QUESTIONS. ALL QUESTIONS CARRY 5 MARKS

- Q1.** If you are marketing McDonald’s hamburgers, you consider yourself to be competing against all other forms of fast food, whether they are competing hamburger chains or fried-chicken shops. How does experiential marketing examine the macro picture? How does your product fit into the cultural bias toward healthy foods?
- Q2.** Draw or describe the strategic framework for managing experiences as given by Bernd Schmitt. Describe the Strategic Issues of Experiential Marketing (SEM).
- Q3.** Describe some of the important developments in and contributions to customer experience research since 1960 till 2010, with examples.
- Q4.** How do Firm Controlled factors and Macro factors affect Retail Customer Experience? Give two examples.
- Q5.** Draw or describe the Model of Customer Experience Creation as given by Verhoef et al (2009).
- Q6.** Give a brief summary of one of the following experiential campaigns:
a) Ikea: Cook This Page
b) Buster the Boxer: John Lewis
c) Burning Stores Campaign: Burger King
- Q7.** Customer experience has a significant influence on the customer’s overall perception of the brand. Describe this statement with two appropriate examples.
- Q8.** Draw and describe the 4S Marketers model.
- Q9.** How did the safety razor brand Gillette Guard Razor drive sales in under-performing states in India through an educational approach?
