

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: MMM, II Sem (Batch 2018-21)

Subject: Marketing Management
(End Semester Examination)

Maximum Marks: 50

Duration: 3 hours

Date: 10.04.2019

Notes:

1. Question 1 is compulsory
2. Attempt any four out of Que.2 to Que.7
3. Support your answers with suitable theory.
4. Start every question on a fresh page. Please ensure proper numbering of questions.

Que.1) Read the case study carefully and answer the questions given below:

(20 Marks)

Phoenix Udaan of Funsukh Wangdu

Armstrong Automation was one of India's leading Automation System Integrators located in Gurgaon. It provided detailed engineering services to its customers located in various metropolitan cities of India like Mumbai, Delhi, Pune, Chennai, Bangalore, etc.

The company was founded by Mr. Premasukh Wangdu in 1985. Its detailed engineering Automation services catered to varied industry verticals like Metals & Mining (M&M), Food & Beverage (F&B), Oil & Gas (O&G) and other sectors.

Mr. Premasukh Wangdu was getting older. However, he was confident about his son's abilities, and accordingly he handed the reins of the business to Mr. Funsukh Wangdu. In 2007, Funsukh took charge of the business and became the CEO of the Armstrong Automation.

As every CEO and business leader, he had his strategic planning to ensure substantial growth in the company from where Mr. Premasukh Wangdu had left it.

Looking at the financials of Armstrong Automation it was evident that 2010 was its prime business year and they had done substantial business in India. The figures in 2010 showed that the company had a net income of INR 35 Cr; and this was the highest earning in the company's history.

However 2011 and 2013 period seemed to be a rough patch for Armstrong Automation. This was because of the heavy import of Chinese goods in India.

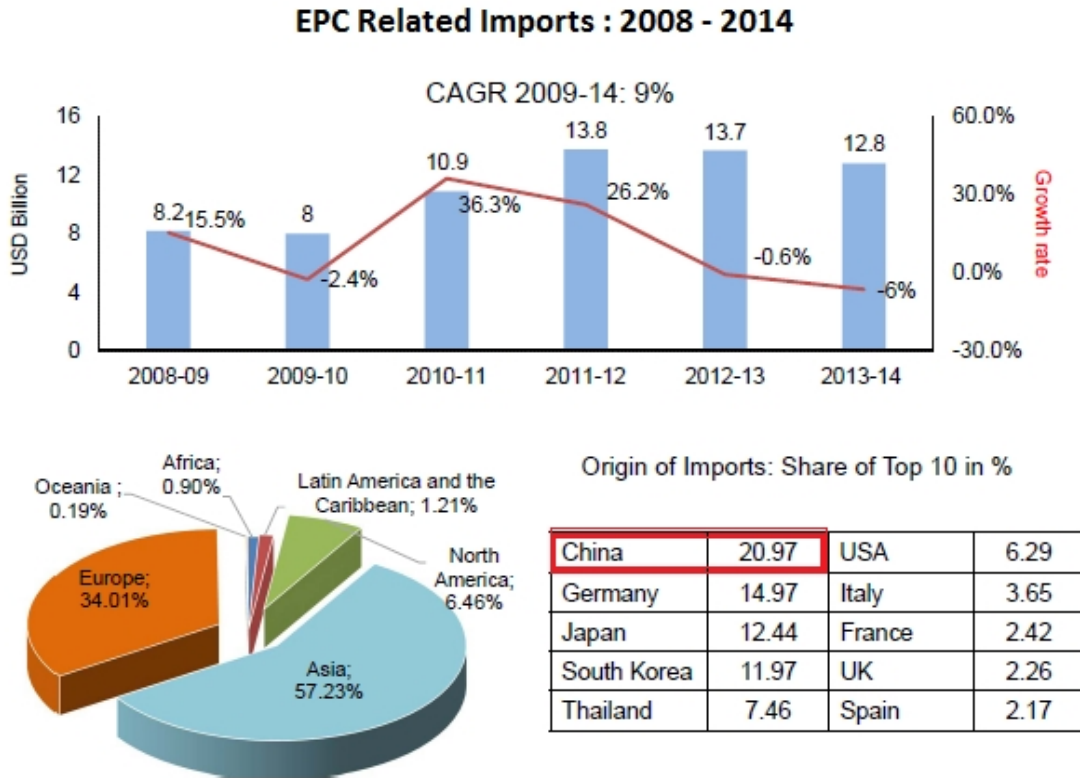


Figure 1 Imports –EPC component Industry 2008-14 (Authors Own, 2016)

Market liberalization in emerging market economies and the entry of multi-national firms spur significant changes to industry/institution environment faced by domestic firms.. With statistical records and trade reports, it is evident that capital goods imports catering demands of Indian auto and automation sector were phenomenally increasing particularly after market liberalization and globalization.

In 2014 a new Government was formed at the centre. Seeing the encroachment on the Indian manufacturing sector, the government formulated policy decisions against heavy imports from China and low cost manufacturing countries like Taiwan by imposing Anti Dumping Duties. On the other hand government also declared “Make in India” as a domestic manufacturing renaissance policy in order to enhance domestic manufacturing and increase FDI an Indian Manufacturing and Automation sector.

This political situation and government norms changed the dynamics of Manufacturing and

Automation business in India. The government norms had opened the flood gates for FDI in India and thus developed economies like USA and Australia were considering India as a destination to collaboratively grow their business as a third world destination..

“Make in India” gave a thrust to unorganised system integrators and small players in India, this helped them to expand and grow during this present renaissance period.

Assignment Questions

- 1) How can Mr. Funsukh Wangdu write a success story for Armstrong Automation after the rough patch of 2013?
- 2) Secondly, should he join hands with an International, Western players like USA, Australia, UK, France - imbibe and implement their regulated process and systems driven approach?

Or

Should he join hands with low cost system integrators of South East Asia; or, technologically collaborate with Germans and Japanese players in order to enhance Armstrong Automations innovation and technology capacities ? Please justify your answer ?

- 3) What was Mr. Funsukh Wangdu’s dilemma ?

Que.2) Write Short Notes on ANY TWO of the following:
Marks)

(10

- i. Distinctive Characteristics of Services
- ii. Digital Marketing and Search Engine Optimization (SEO)
- iii. AIDA Model & Hierarchy of Effects Model
- iv. Channel Intermediaries
- v. Different type of Retailers & the Level of Services offered by Retailers.

Que.3)

(10 Marks)

- i. Morris Garages is knocking at India with its new car Hector ? Explain the stages in the new-product development process for Morris Garages Car Company?
- ii. As a marketing Manager how will you find the much needed features in the car named Hector and find New-Product Ideas?

Que.4)

(10 Marks)

- i. Selecting a Pricing Method explain three major considerations in price?
- ii. Which P is most important amongst the 4 Ps (Product, Price , Place and Promotion) in

marketing and why ? Please Justify?

- iii. What is Point of Parity, Point of Difference and Customer Value Proposition ?

Que.5) Write Short Notes on ANY TWO of the following: **(10 Marks)**

- Marks)**
- i. B2B vs B2C.
 - ii. Normal Buying , Hedonic Buying and Utilitarian Buying ?
 - iii. Product Width, Length, Depth give an example ?
 - iv. New Task, Modified Rebuy and Straight Rebuy with example.

Que.6) **(10 Marks)**

- i. What is a Market segment? Explain in detail the bases of segmentation of Consumer Markets?
- ii. Explain the different circular layers of Product and give example of Hotel Industry for each layer from Core Product to Potential Product?

Que.7) **(10 Marks)**

- i. What is Integrated Marketing Communication (IMC) ?
- ii. If Tata Motors is launching a new Hexa Face lift SUV, what is the Integrated Marketing Communication (IMC) strategy you will adopt as a marketing manager of Tata Motors?

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