

First Semester M.B.A. Degree Examination, January/February 2015
(2014 – 15 & Onwards) (CBCS)

Management

Paper – 1.5 : MARKETING FOR CUSTOMER VALUE

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **5** marks. Answer to **each** question should **not** exceed **250** words. **(5×5=25)**

1. Elucidate the importance of marketing mix in the present context of Indian Marketing Environment.
2. 'Competitive Dynamics are very critical for achieving competitive advantage'. Justify.
3. Explain the factors influencing consumer behaviour in Marketing Decision.
4. Define Pricing. Advocate various pricing strategies used in business.
5. 'Advertisement is a wide range of promotional tool'. Justify.
6. Discuss the importance of CRM in globalized scenario.
7. Assume that you are a Marketing Manager of a Television Manufacturing Company and design various levels of distribution channel for wide reach of market.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **10** marks. Answer to **each** question should **not** exceed **500** words. **(3×10=30)**

8. Explain the stages and strategies involved in Product Life Cycle (PLC) with relevant examples.
9. Discuss segmentation, targeting and positioning with the help of real time example.
10. Briefly explain the steps involved in New Product Development Process.
11. 'Promotional mix strategies are shaping company's marketing efforts'. Explain with relevant examples.

P.T.O.



SECTION – C

Case Study (Compulsory) :

(1×15=15)

Coca-Cola's Failure in Thailand Market

12. For many years that Coca-Cola is known as the world leader in carbonated soft drink especially in Europe and South America. But in some Asia markets including Thailand, Coca-Cola still trail its biggest rival, Pepsi Co.

The company is recognised by the importance of adaptation localisation in overseas by responding to each target market's need and want, focusing more on the market, economy, culture and region. Moreover, Coca-Cola tries to approach the target consumers by decentralizing the operation and marketing, trusting more on the ideas and decisions made by individual local outfit not from its Atlanta head quarter. These are the ways to reach every target consumer in the world as the mantra of CEO and Chairman of the company, Doug Daft opines "To be within an arm's search of desire.....Always, everywhere Coca-Cola" "think local, act local" "people don't buy drinks globally" "We need to make our advertising as relevant as possible to local markets".

With mixing these two components (global brand and localisation), Coca-Cola is still found to lose connection with Thai consumers. According to Sasie Vadhanapanich, a chief ideation officer of a marketing research company in Thailand, Thai's expectation for Coca-Cola brand is that it stands for 'youthful spirit', 'cool' and 'hip'. But for many years now the company had not excited the market or consumers anymore whether through new product innovations or impactful breakthrough campaigns. Although many attempts were made to reconnect with young consumer, the impact was short-lived.

Coca-Cola said it has applied adaptation/localizations strategy but their advertising campaigns in Thailand before 2007 still were global advertisements, the company still adapt one global advertisement and does not develop Thailand specific appeals. Product development was not considered for the local market.

Questions :

- a) What are the key reasons for Coco-Cola's failure in Thailand Market ?
 - b) Suggest some suitable marketing strategies to Coco-Cola to succeed in Thailand Market.
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