

**First Semester M.B.A. Degree Examination, August/September 2021***(CBCS Scheme – 2014-15 onwards)***Management****Paper 1.5 – MARKETING FOR CUSTOMER VALUE**

Time : 3 Hours]

[Max. Marks : 70

## SECTION – A

Answer any **FIVE** questions. Each question carries **5** marks : **(5 × 5 = 25)**

1. Explain the market opportunity by using Ansoff's Market Expansion Grid Matrix with a suitable example.
2. Discuss the Market research process with a relevant example.
3. Explain the buyer decision making process of consumer behaviour with a suitable example.
4. Discuss any five different kind of pricing strategies the marketers use with relevant example.
5. Discuss various social media marketing tools and explain its impact on today's business.
6. Explain the concepts of core competency and competitive advantage with suitable examples.
7. Discuss the characteristics of services that differentiate it from the product.

## SECTION – B

Answer any **THREE** questions. Each question carries **10** marks : **(3 × 10 = 30)**

8. Marketers rarely limit the Segmentation basis to just one or few variables. Apply the multiple segmentation basis for identifying the target market for a newly opened restaurant in Electronic city.
9. Design and Develop an effective integrated marketing communication strategies for the newly opened Brand factory outlet at Electronic city by clearly defining the objectives.

10. You are marketing manager of a medium size manufacturing company. The President has just made the following statement "The distribution activity is not a concern of the marketing department. The function of the marketing department is to sell the product.... let be rest of the company handle production and distribution."

How would you reply to this statement? Discuss whether you agree or disagree with the statement and justify your answer.

11. Design a new product of your choice by explaining the various process involved in new product development.

### SECTION - C

Compulsory question :

(1 × 15 = 15)

12. Case Study :

A lot can happen over cup of coffee

Cafe Coffee Day is owned by the ABCTCL, which is the largest producer of Arabica Coffee in Asia. Started in 1996 by Late. V.G. Siddarth, CCD pioneered the cafe concept in India. By 2000, the company had just 14 outlets in six cities.

Then the company started on a massive expansion program that has seen it set up nearly 1000 outlets in India in ten years. It also has shops in Vienna and Karachi and has plans to expand to other overseas destinations.

CCD is innovative

Brand experience : CCD made coffee drinking popular among Indian youth by offering an brand experience environment and other value additions. This meant that customers were willing to pay much higher for a cup of coffee.

Reinforcing brand with cluster approach : CCD created entry barriers by opening multiple outlets within short distance of each other in major cities. The Mumbai suburb of Bandra, for example has six outlets.

Multiple formats : CCD has various formats of Cafe's including High Street Cafes, Garden Cafes, Mail Cafes, Highway Cafes, etc.

Company owned franchise : All the outlets are company owned. While this makes it more expensive to run, it ensured that there was no brand dilution.

Vertical integration : by integrating the value chain, 'from bean to the cup', ABCTCL was able to reduce costs, assure adequate supply demand, and gain economies of operation.

Details and Stats :

There are 900+ Cafe Coffee Day shops in 130 cities in India. All the shops are owned and operated by the company. The store ranges from 800-2000 sq.feet. Coffee Day was voted India's 2nd most trusted brand in 'Food Services' in the Economic Times Brand Equity Survey 2008. Around 450,000 customers visit Coffee Day shops every day.

Questions :

- (a) How best is CCD in managing the foot fall density of customers with its store size effectively? **(6)**
- (b) Suggest some promotional strategies to increase the customers visit to CCD. **(9)**