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School of Business
Bachelor of Business Administration
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - D1UG404T - Auto Marketing

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Company ABC is an established name in the auto business. They are planning to come up with a new electric car in Indian market. Design a marketing campaign targeting a specific demographic for a new electric car model. K3 (6)

- 2) ABC Motors, a leading manufacturer of two-wheelers, is planning to launch a new motorcycle model in the market. They have conducted thorough market research and have identified the target audience, which consists mainly of urban commuters aged between 25 to 35 years. The new model is designed to cater to their needs for fuel efficiency, affordability, and style. ABC Motors is now strategizing its marketing plan to ensure the successful launch of the new motorcycle. K3 (9)

Questions:

1. Considering the identified target audience and their preferences, analyze the potential impact of incorporating eco-friendly features into the new motorcycle model. (4 Marks)
 2. Develop a comprehensive marketing strategy for ABC Motors to effectively promote the new motorcycle model among the identified target audience. Include key elements such as advertising channels, promotional offers, and engagement tactics. (5 Marks)
- 3) Identify the product differentiation strategies used by marketers in automobile sector. K4 (4)

 - 4) Compare and contrast the marketing strategies of two leading automobile companies. K4 (8)

- 5) Analyze the reasons behind the success of recent marketing campaign of Maruti Cars as given below: K4 (8)
Maruti Suzuki India Limited, introduces 'Kam Se Kaam Banega', an integrated campaign to celebrate three decades of leadership in offering country's most fuel-efficient cars. The 3600 campaign tastefully carries forward the narrative on 'fuel-efficiency' - an extension of Maruti Suzuki's 'People Technology' campaign which celebrates innovations and technologies that delight customers.
- 'Kam Se Kaam Banega' draws inspiration from the innate need of Indian consumer to expect maximum fuel efficiency from cars without compromising on performance and safety. A testimony to the same is the fact that "Fuel Efficiency" is one of the most important parameters while making the car purchase decision.
- 6) Assess the role played by 4Ps in competitive environment for an automobile company. K5 (5)
- 7) Critique the sustainability initiatives undertaken by automobile companies and their impact on brand image and consumer perception. K5 (10)