

School of Business

Bachelor of Business Administration
Semester End Examination - Aug 2024

Duration : 180 Minutes
Max Marks : 100

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) An automobile company is planning to create a short sightedness for its newly launched small size car. Help the company by making use of Marketing myopia in getting success. K3(3)
- 2) List the factors affecting product development in auto marketing. K4(4)
- 3) Maruti is finding that social media promotion is getting momentum now a days. They want to maximise the sales with the use of social media. Help the company in developing a social media strategy to promote a limited-time discount offer on selected automobile models. K3(6)
- 4) Devise a strategy to integrate augmented reality technology into automobile showrooms to enhance the customer experience. K6(6)
- 5) Elaborate Tata Motors' positioning and differentiation strategies for its passenger vehicle segment in the Indian automobile industry. K6(6)

Analyze how Tata Motors has differentiated its products from competitors and established a unique market position through innovative marketing strategies and product offerings.

Additionally, evaluate the effectiveness of Tata Motors' approach in addressing changing consumer preferences and competitive dynamics in the Indian market.

- 6) Tesla, a leading electric vehicle manufacturer, has been revolutionizing the automotive industry with its innovative products and unique marketing strategies. K4(8)
Recently, Tesla launched its latest model, the Tesla Model Y, targeting environmentally conscious consumers looking for a sleek and sustainable vehicle option. The company decided to promote the Model Y through social media influencers and online platforms, leveraging the power of digital marketing to reach a wider audience.

Question 1: Critically analyze Tesla's decision to utilize social media influencers for promoting the Model Y. How does this

strategy align with current trends in auto marketing? (4 Marks)

Question 2: Examine the effectiveness of Tesla's emphasis on sustainability and environmental consciousness in its marketing campaigns. How does this align with evolving consumer preferences in the automotive industry? (4 Marks)

- 7) A leading automobile company, XYZ Motors, is launching a new electric vehicle (EV) model targeting urban commuters. The EV boasts advanced features like long battery life, fast charging capabilities, and smart connectivity options. XYZ Motors plans to market the EV through various channels, including digital advertising, social media campaigns, and test drive events in major cities.

K3(9)

Questions:

1. Identify the key components of XYZ Motors' marketing strategy for the new electric vehicle? (4 Marks)

2. How might XYZ Motors' marketing strategy help in overcoming potential barriers to adoption of electric vehicles among urban commuters? (5 Marks)

- 8) XYZ Motors, a renowned automobile manufacturer, is aiming to strengthen customer relationships and enhance loyalty in the highly competitive automobile industry. As the head of customer relations, you've been tasked with developing a relationship marketing strategy for the company.

K3(9)

Question 1: How would you apply your knowledge and comprehension to design a mobile marketing campaign that effectively promotes XYZ Motors' electric vehicle lineup to environmentally conscious consumers?. (5Marks)

Question 2: How would you apply your knowledge and comprehension to implement personalized communication strategies as part of XYZ Motors' relationship marketing approach? (4 Marks)

- 9) A car company is very successful in the small car segment. They have planned to launch a new SUV model in order to exploit the market.

K5(10)

Questions:

1. Explain a scenario-based advertisement showcasing the safety features of a new SUV model. (5 Marks)

2. Determine the factors to be considered for effective distribution. (5 Marks)

- 10) The automobile industry operates within a dynamic marketing environment influenced by various factors. Consider the following scenario:

K4(12)

As the Marketing Manager of a leading automobile company, you're tasked with analyzing the marketing environment to devise effective strategies for launching a new electric vehicle (EV) model in a competitive market. The EV market is rapidly evolving, with shifting consumer preferences, technological advancements, and

governmental regulations impacting the landscape.

Questions:

1. Examine the potential impact of government policies and regulations on the launch of the new electric vehicle model. Discuss how the company can mitigate risks associated with regulatory changes while maximizing opportunities presented by supportive policies. (6 Marks)

2. Assess the role of emerging technologies, such as autonomous driving systems and vehicle-to-grid integration, in shaping consumer behavior and market demand for electric vehicles. Propose innovative marketing strategies that leverage these technological advancements to gain a competitive edge in the EV market. (6 Marks)

11) Maruti Suzuki India Limited (MSIL), the largest automobile manufacturer in India, has been at the forefront of adopting relationship marketing, mobile marketing, and green marketing initiatives to maintain its market leadership and sustainable growth.

K6(12)

One of its notable products, the Maruti Suzuki Swift, a popular hatchback model, exemplifies these efforts. Maruti Suzuki has developed a comprehensive relationship marketing strategy for the Swift, aimed at fostering long-term connections with customers.

The company leverages its extensive dealership network to provide personalized services and engage with customers at every touchpoint. Through loyalty programs, exclusive events, and targeted promotions, Maruti Suzuki ensures that Swift owners feel valued and appreciated. Additionally, the company actively seeks feedback from customers through surveys and social media channels, allowing it to continuously improve the product and service offerings. In terms of mobile marketing, Maruti Suzuki has launched a dedicated mobile application for Swift owners, offering features such as vehicle maintenance reminders, service booking, and real-time updates on promotions and offers. The app also includes interactive features such as virtual test drives and customization options, allowing customers to personalize their Swift experience.

Furthermore, Maruti Suzuki utilizes mobile advertising and social media platforms to reach a wider audience and engage with potential customers, leveraging the popularity of smartphones and digital platforms. Maruti Suzuki is also committed to green marketing initiatives, promoting the Swift's fuel efficiency and eco-friendly features. The company emphasizes the Swift's low carbon emissions and compliance with environmental regulations, positioning it as a sustainable transportation solution. Furthermore, Maruti Suzuki actively promotes the use of alternative fuels and hybrid technologies in its vehicles, showcasing its dedication to reducing the environmental impact of automotive operations.

Question 1: Critically analyze Maruti Suzuki's relationship

marketing strategy for the Swift. Evaluate the effectiveness of its customer engagement initiatives and their impact on brand loyalty and advocacy. (6 Marks)

Question 2: Propose mobile marketing and green marketing initiatives for Maruti Suzuki to further enhance the Swift's market position and sustainability credentials. Justify your recommendations with insights into consumer behavior and industry trends. (6 Marks)

12)

XYZ Motors is a leading Indian auto company that has been manufacturing traditional internal combustion engine vehicles for decades. However, with the recent trends in auto marketing, particularly the surge in demand for electric vehicles (EVs),

K5(15)

XYZ Motors faces significant challenges in adapting to this new landscape. The company's management is aware of the need to embrace electric vehicle technology to stay competitive in the market. However, they are apprehensive about the feasibility of transitioning their entire product line to EVs due to various constraints such as infrastructure limitations, high initial investment costs, and uncertainties regarding consumer acceptance.

Furthermore, XYZ Motors is also concerned about the potential impact on their existing workforce, as the shift to electric vehicle production may require retraining or hiring new talent with expertise in electric vehicle technology. In light of these challenges, the management of XYZ Motors is faced with a critical decision-making dilemma: whether to commit fully to electric vehicle production and risk potential financial setbacks and workforce disruptions, or to adopt a more cautious approach by gradually integrating EVs into their product portfolio while continuing to focus on traditional vehicles.

Question 1: Determine the main challenges faced by XYZ Motors due to recent trends in auto marketing, particularly the surge in demand for electric vehicles. (8 Marks)

Question 2: How should XYZ Motors address the dilemma of transitioning to electric vehicle production while considering potential financial setbacks and workforce disruptions? (7 Marks)