

SEE QUESTION PAPER

PG

Global Academy of Technology (Autonomous Institution, Affiliated to VTU)			
Master of Business Administration			Semester End Examination
Course	MARKETING MANAGEMENT	Course Code	20MBAC15
Time: 3 hr.	Note: 1. Answer any 4 full questions from Q. No. 1 to Q. No. 7. 2. Q. No. 8 is compulsory		Max. Marks: 100

Q. No.		Questions	Marks
1	a	Describe Marketing Management. Brief the core marketing concepts.	5
	b	Elaborate Marketing Mix elements which are influencing marketing decisions.	5
	c	Analyse micro and macro-economic environment and its impact on business environment.	10
2.	a	Examine major Factors which are influencing Consumer's buying Behaviour.	5
	b	Elaborate Nicosia model towards the relations between firms and its employees.	5
	c	Discuss buyers decision making process before purchase the products.	10
3.	a	Brief basic steps in new product development.	5
	b	Describe various pricing strategies in marketing.	5
	c	Analyze PLC and its significance to the marketers.	10
4	a	Explain Marketing Communications Mix.	4
	b	Brief the use of Marketing Information Systems in Market research process.	6
	c	Analyze role of market research in the decision making system.	10
5	a	What is digital marketing? Differentiate digital marketing and direct marketing.	5
	b	Brief some Cultural aspects of Marketing Communication.	5

	c	What is CRM? Evaluate CRM techniques which are supporting to effective business marketing.	10
6	a	Brief Value Delivery Process marketing.	5
	b	Explain major Marketing Management Tasks.	5
	c	Examine Consumer Psychology & Pricing Philosophy of Setting Price.	10
7	a	Brief Adoption Process.	5
	b	Examine the significance of Channel Design Decisions in logistics and supply chain.	5
	c	Discuss business ethics and Corporate social responsibilities in the emerging marketing	10
Part B – Compulsory Question			
8.		<p>Tesla, Inc. (formerly Tesla Motors, Inc.) is an American automotive and energy company based in Palo Alto, California. The company specializes in electric car manufacturing and, through its SolarCity subsidiary, solar panel manufacturing. It operates multiple production and assembly plants, notably Gigafactory 1 near Reno, Nevada, and its main vehicle manufacturing facility at Tesla Factory in Fremont, California. As of March 2019, Tesla sells Model S, Model X, and Model 3 cars. It is accepting reservations for the Model Y, Roadster (2020), and semi vehicles. Tesla also sells Powerwall, Powerpack, and Megapack batteries, solar panels, solar roof tiles and some related products Tesla was founded in July 2003, under the name Tesla Motors. The company's name is a tribute to engineer Nikola Tesla. In early Series A funding, Tesla otors was joined by Elon Musk, J.B Straubel and Ian Wright, all of whom are retroactively allowed to call themselves co-founders of the company. Musk, who formerly served as chairman and is the current chief executive officer, said that he envisioned Tesla Motors as a technology company and independent automaker, aimed at eventually offering electric cars at prices affordable to the average consumer. Tesla Motors shortened its name to Tesla in February 2017. After 10 years in the market, Tesla ranked as the world's bestselling plug-in passenger car manufacturer in 2018, both as a brand and by automotive group, with 245,240 units delivered and a market share of 12% of the plug-in segment sales Tesla vehicle sales in the U.S. increased by 280% from 48,000 in 2017 to 182,400 in 2018 and globally were up by 138% from 2017. Tesla Motors was incorporated in July 2003 by Martin Eberhard and Marc Tarpenning who financed the company until the Series A round of funding. The founders were influenced to start the company after GM recalled all its EV1 electric cars in 2003 and then destroyed them. Elon Musk led the Series A round of investment in February 2004, joining Tesla's board of directors as its chairman. Tesla's primary goal was to commercialize electric vehicles, starting with a premium sports car aimed at early adopters and then moving into more mainstream</p>	

	<p>vehicles, including sedans and affordable compacts</p> <p>In addition to his daily operational roles, Musk was the controlling investor in Tesla from the first financing round, funding \$6.5M the Series A capital investment round of US\$7.5 million with personal funds. Musk later led Tesla Motors' Series B, \$9M of US\$13 million, and co-led the third, \$12M of US\$40 million round in May 2006. The Bay Area Equity Fund managed by JP Morgan Chase. Tesla's business strategy is to emulate typical technological product life cycles and initially target affluent buyers, and then move into larger markets at lower price points. The battery and electric drivetrain technology for each model would be developed and partially paid for through the sales of earlier models. The Roadster was low-volume and priced at US\$109,000. Model S and Model X targeted the broader luxury market. Model 3 and the model Y is aimed at a higher-volume segment. This business strategy is common in the technology industry. According to a Musk blog post, "New technology in any field takes a few versions to optimize before reaching the mass market, and in this case, it is competing with 150 years and trillions of dollars spent on gasoline cars." Tesla's sales strategy is to sell its vehicles online and in company-owned showrooms rather than through a conventional dealer network. Moving towards an e-commerce strategy, customers are able to customize and order their vehicles online.</p> <p>Tesla's technology strategy focuses on pure-electric propulsion technology, and transferring other approaches from the technology industry to transportation, such as online software updates. Tesla allows its technology patents to be used by anyone in good faith. Licensing agreements include provisions whereby the recipient agrees not to file patent suits against Tesla, or to copy its designs directly. Tesla retained control of its other intellectual property, such as trademarks and trade secrets to prevent direct copying of its technology. Tesla's production strategy includes a high degree of vertical integration, which includes component production and proprietary charging infrastructure. The company operates large factories to capture economies of scale. Tesla builds electric power train components for vehicles from other automakers</p>	
a	Analyse SWOT of Tesla	5
b	Discuss major significant future for Electric cars in marketing	5
c	How will you manage and cannibalize of existing gasoline cars from the market?	5
d	As a CMO, How will you compete in future car marketing?	5