

PGDM (RM), 22-24
Marketing Management – 1
RM-105
Trimester – I, End-Term Examination: September 2022

Roll No: _____

Time allowed: 2 Hrs

Max Marks: 40

Instruction: Students are required to write Roll No on the cover page of the Answer Sheet. All other instructions on the question paper / Admit card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	Minimum 4 questions with internal choices and all COs (Course Outcomes) covered in the Question Paper	4* 5	20
B	Compulsory Case Study	2*10	20
			40

SECTION A – (5 marks * 4 questions) = 20 Marks

Q1. (a). Use an example of a mobile phone to illustrate the difference between selling and marketing concepts. (CO-1, 5 marks)

Or

Q1. (b) PGDM online education is an idea whose time has come. Marketing myopia is about ignoring them. Comment. (CO -1, 5 marks)

Q2. (a) Starting with a roadside coffee to CCD/Barista coffee to Starbucks coffee. Value in marketing comes to the fore here. State your views. (CO-2, 5 marks)

Or

Q2. (b) The sales growth of FMCG products in rural markets is outpacing urban sales growth. / Which of these environmental factors are in action and how? Micro / Macro. (CO-2, 5 marks)

Q3. (a) Use BCG matrix to explain the future of the following existing products: (i) LED TV (ii) Solar commercial cars (c) Chrome OS (d) Opera OS (v) Co-working spaces (CILO-3, 5x1 marks)

Or

Q3. (b) Use Porter's 5 force model to the existing Covid vaccine in India(i.e Covishield and Covaxin) and explain the same. (CO-3, 2x2.5 marks)

Q4. (a) Consumer buying process is also influenced by psychographics. Explain the same given the fact that millennials use Whatsapp extensively. (CO-3, 5 marks)

Or

Q4.(b) Buying motives also include the patronage motive. Give one unique example each to illustrate the following: i) Rational patronage motive (ii) Emotional patronage motive (CO-3, 2x2.5 marks)

SECTION B – CASE STUDY (20 Marks, 2 questions)

Personalise or Perish: How AI-led personalization can be a powerful tool for marketers
Nobody wants to be just another face in the crowd. Brands want to stand out, individualize themselves and be one in a million. The ones that successfully crack this code can effectively amplify their sales manifold and eventually become an extension of their customer's personalities.

ET Brand Equity August 30, 2022, 07:47 IST

By Pavan Sondur and Prashant Kumar

Ever wondered how top brands like Axis Securities, Thomas Cook, Ease My Trip and Byju's managed such a massive premium and maintain their market dominance, no matter the number of years that have gone by? First off, these brands understand that they aren't in the business of selling their products alone, but more so towards selling an idea; that of exclusivity, status, and achievement. This deeply embedded personalized appeal in their brand avatars continually drives sales. Unfortunately, not many domestic firms embrace, employ or even understand this strategy and therefore often fail to read their customers correctly and push ahead with an inapt marketing avatar, effectively scripting a story of tanking sales and rising expenses.

So what's personalization, and how can it help your business grow?

firm and any company that is not leveraging it only stands to lose market share in the coming years. No surprise then that, as per Netcore Cloud's eCommerce Personalization Benchmark report 2021, personalization increases the conversion by 45% for retailers and has reduced the abandonment rate to 46% from 60%.

What does the future hold?

The writing on the wall is clear: A new brand without the guiding light of personalization will find itself lost in the thicket of modern consumer behavior, bogged down by the complexity of the marketplace and in the fear of competitors eroding its market share. Au contraire, companies that adopt a hyper-personalization approach can leverage their customer data to ensure higher conversions, better brand recollection, and inflated customer satisfaction levels. Multinational educational technology company, BYJU's achieved a whopping 1/3rd increase in feature discovery and adoption using SaaS Company, Netcore's cloud no-code Product Experience platform. By its very nature, traditional marketing cannot compute different data points that present a better understanding of customer behavior at scale. Our study indicates, that AI-driven personalization has been so impactful that 71% of retailers have seen at least 4X ROI on personalization and that 91% of shoppers would abandon their journey with little to no AI-driven personalization.

The final word: There is no marketing without the effort to understand the person behind the purchase.

Brands that get this right continue to pivot while the others eventually perish. While it's important to personalize, it is also important to get it right without seeming intrusive. Success in this area assured unbeatable brand loyalty as a result of a reduction of customer acquisition costs and a clear increase in retention rates, revenues, and another efficiency of marketing spending.

Today, entrepreneurial initiatives are divided into two camps: In the first camp are those who put all their faith in the jaded application of traditional marketing tools, which have diminishing returns and marginal utility. The second camp is populated by those who are waking up to the transformational power of AI-powered personalization and scaling it across their channels and customer touchpoints in tandem with traditional marketing. Going

(Sondur is the co-founder and CEO and Kumar is the CTO at Unbxd. Views expressed are personal.

Q1. A deeply embedded personalized appeal is successful in driving sales in many companies mentioned in the case. How do you think personalize or perish is the Mantra for today? (CO-4, 10 marks)

Q2. "There is no marketing without the effort to understand the customer behind the purchase". Justify this statement. What are the benefits and pitfalls of AI-driven personalization? (CO-4, 5 + 2 x 2.5 marks)
