

PGDM (Insurance Business) 2016-18
Sales & Marketing Management
INS-104
Trimester – I, End-Term Examination, September, 2016

Time allowed: 2½ Hours

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**.

Note : - *Please be relevant and brief in your answers.*

- *Section C of case study is compulsory and carries 15 marks .*

Section-A

Attempt any 3 questions . Each question carries 5 marks. (Min. words 150)

- A-1. How has the marketing evolved over the years ? What are the key elements in holistic marketing concept ?
- A-2. Why is the study of consumer behavior a must for marketing ? What are the two theories of consumer behavior and their underlying assumptions ?
- A-3. What is USP ? How is it connected with positioning ? How does perceptual mapping help in positioning ?
- A-4. What is marketing communication mix ? Explain in brief the AIDA models in the context of marketing communication.
- A-5. What is "touch point" concept in rural marketing ? Explain it with some suitable examples from insurance industry.

Section-B

Attempt any 2 questions . Each question carries 10 marks. (Min. words 250 words)

- B-1. What are the elements in external environment which effect marketing strategies & decisions ? Describe any three with suitable examples drawn from insurance industry.
- B-2. Pricing is a multi disciplinary decision. Do you agree ? What are the different steps in pricing of a new product / service ?
- B-3. Why do we expect digital marketing to play a dominant role in India soon ? What are the key benefit of digital marketing ? Identify few emerging trends in it.

Section-C

CASE I

Honda sells over 12m motorcycles in the Asia Oceania Region alone, and the management of its distribution networks is a vital element in maintaining customer access and satisfaction. Honda produces a wide range of motorcycles, ranging from the 50cc class to the 1,800cc class, and is the largest manufacturer of motorcycles in the world, in terms of annual unit of production. In the region, Honda's motorcycles are produced at sites in Japan, Indonesia, Philippines, Pakistan and India.

In Japan, sales of Honda motorcycles (and automobiles and power products) are made through different distribution networks. Honda's products are sold to consumers primarily through independent retail dealers and motorcycles are distributed through approximately 11,600 outlets , including approximately 1,400 PROS (professional retail outlets) authorized dealership. PROS dealerships sell all Honda's Japanese motorcycle models, not just selected models

Most of Honda's overseas sales are made through its main sales subsidiaries, which distribute Honda's products to local wholesalers and retail dealers. In Indonesia, Honda has recently developed its dealer network of 4,000 dealers and service shops to support sales and provide excellent after sales service. In the USA, Honda's wholly owned subsidiary markets Honda's motorcycle products through a sales network of approximately 1,260 independent local dealers. Many of these motorcycle dealers also sell other Honda products. In Europe also Honda has subsidiaries in all the countries where it operates.

One core element of Honda's dealer strategy, worldwide, is its comprehensive 4S support system. This covers sales, service, spare parts, and safety. For example, in 2006, Honda provided its dealers in Asian countries an easy-to-use riding simulator, called 'Riding Trainer', through which riders can get an opportunity to receive risk awareness training and riding practice and, of course, engagement with the Honda Brand.

Recently a fifth S has been added, 'second-hand (or used)' business. In Thailand, for example, the second-hand motorcycle business has been deliberately strengthened as means of developing business. The strategy encourages potential motorcycle owners and those ready for an upgrade to purchase pre-owned Honda models. This draws this segment into the brand.

Q- 1 Why does Honda prefer to sale its products through its own subsidiaries in foreign countries ? What could be the advantage of this model ? (5)

Q- 2 What is your take on 5S strategy of Honda ? Will the addition of 5th S will add any value ? (5)

CASE - 2

The India music industry has witnessed a sea change in its distribution patterns in recent years. The introduction of the digital platform has helped music lovers get access to music very easily. While a significant chunk of music is still distributed through retailers, music companies have started utilizing digital channels for revenue generation to hit.

Prominent music companies in India include Saregama, Sony BMG, Times Music, Universal, and Tips. Music Today, a subsidiary of the India Today group, markets their products online. They sell their own CDs/DVDs on the internet, providing shipping options worldwide. Music is also available in India through various online retailers such as Flipkart and Landmark. These companies take orders online and deliver the CDs/DVDs physically. Other online platforms such as www.gaana.com allows user to access, listen, or download music via the internet.

Saregama India Ltd is one of the biggest music companies in India. The company pioneered expansion into the digital domain in India. Way back in 2004, music from their catalogue was made available for digital download on global sites as iTune, MSN Music, etc. Saregama's music is also available on domestic digital stores like Indiatimes, Sify, VSNL and Bharti telecom.

Hamara CD, an innovative venture by Saregama, is a CD purchase website where one can compile one's own customize song list on CD from Saregama's extensive catalogue, and have it delivered anywhere in the world. Saregama allows customers to choose from a collection of over 100.000 songs. The prices of these services are highly affordable, starting from Rs 200.

Q -1 What could be the different segments in Indian market for music industry ? Where Will this "Hamara CD" venture / concepts fit ? (5)
