

**CONCURRENT EVALUATION FOR MARKETING SPECIALISATION****SEMISTER III BUSINESS TO BUSINESS MARKETING (312)****FACULTY NAME: Prof. Sameer Patil**

Important Instructions:

1. The subject is evaluated on the basis of three components

<b>Sr. No.</b>	<b>Parameter / Component</b>	<b>Marks</b>	<b>Date of Exam/Submission</b>
<b>1</b>	Written Home Assignment	50	9 <sup>th</sup> March 2022
<b>2</b>	Case Study	50	19 <sup>th</sup> March 2022
<b>3</b>	Exam	50	

2. Assignments to be mailed to be submitted in person.

3. Student Name, Contact number, email-id, Specialization, Component must be clearly mentioned.

**COMPONENT 1: Written Home Assignment****Note:** Write any **five** out of the six questions

**Q.1** Wipro is a diversified company dealing with computers, digital solutions & software, infrastructure, Personal care products, FMCG, Healthcare, Electrical & lighting products etc. The Indian LED Lighting market reached a value of US\$ 2.87 Billion in 2019 and grew at a CAGR of 47% during 2011-2019. The market is expected to grow at a CAGR of 34.3% during 2020-2025. The unorganized sector accounts for above 40% of the market. Several companies source fixtures from small-scale sector and sell these under their own brand names. A number of well-known brands are not doing too well in terms of their market performance. Wipro already had a network for its FMCG products like edible oil, soap and toiletries and got into lighting to make use of this strength. The retail margin for branded LED lighting brands is around 30 to 40 %. Wipro lighting products are distributed in around 8 Lakh outlets.

From the viewpoint of segmentation concepts, what is the concept that Wipro has used in this situation?

What are the risks involved in attempting this concept for LED light product variants (with distribution strengths in personal care products)?

**Q.2** MacMillan is an Italian company, which has entered the Indian market with a context to introduce its pre-treated or readymade woodwork. The product will be available in a treated form

or ready to use furniture, stairs, cabinets etc. The product is likely to be priced below teakwood, which costs around Rs. 1000 to 1500 per square feet. The target market comprises architects, interior designers, furniture manufacturers. The prices of wood products have been going up steeply over a period of time.

As a marketing consultant to the company, what kind of phased launch plan would you suggest?

Comment on the target segments chosen by the company?

How would you develop a promotional plan if this product is to be branded?

What aspects of concept testing would you think are important before the brand plans a full-fledged promotional campaign?

**Q.3** ACC is a well-known brand in the category of cements. It has a large distribution network of more than 50,000 dealers and retailers and around 200 C & F agents. In 1995, the company's market share declined to fifteen per cent from the earlier thirty per cent. Few years back the brand opened its first company-owned retail outlet called "ACC Ki Duniya" (World of ACC). The outlet reassures the customer about the genuine material, and encourages interaction besides displaying a range of refractory and aluminium based products. This type of outlet is also likely to enhance the company's image.

Taking into consideration the cement market and the commoditized nature of the product, comment on the pros and cons of an outlet of this kind?

Would such outlets alone enhance sales? Explain your answer.

**Q.4** The tyre market in India is highly competitive with several strongly entrenched brands. Bridgestone, one of the leading brands in international markets has launched new range of the brands like XM Xtra Mileage, Pontez and Turanza etc. in the market. The company proposes to use TV, Billboards, Print and digital media for advertising. The company had conducted a study on consumer usage patterns, roads and climatic conditions before launching the brands. The replacement retail market is around two lakh tyres per month. It is a supplier to the companies like Telco, Hyundai, Mahindra, and Ford.

How would you develop an advertising theme (with specific appeals) for the brands of the company, considering the appeals of competitive brands?

What should be the advertising approach for retail replacement market so as to influence and drive its business to business or industrial sales?

**Q.5** Ashok Leyland entered the commercial vehicles market in 1987. The company initially introduced Iveco designed cargo range (Cargo 1323 and 1614) in the medium-size segment of the market. The proposition of the brand is aerodynamic design, good finish, 'driver-friendly' control panels and lower operating expenses. Telco, its main competitor has vehicle models in all the light,

medium and heavy categories. Telco also has a very good image among fleet operators. Ashok Leyland has more than 500 dealers in India.

Draw up a promotional plan for marketing the commercial vehicles of Ashok Leyland.

Reason out the decision on including specific types of promotional activity.

**Q.6** Taj group of hotels has three kinds of offerings – leisure, luxury and business (at different locations). Taj recently launched a corporate campaign in newspapers and television. Research on ad-recall conducted before the launch of the campaign showed that though Taj was associated with a luxury hotel chain, recall of individual properties were low. Marketing research done over several years also showed that warm and caring services were the core strengths of the brand. The campaign which has been launched recently has projected Taj's personality to be efficient and warm. This is conveyed through the visual of a lady in the backdrop of the message "She welcomes Presidents and Kings. But she treats you like family.....She is Taj". The group is planning to establish 20 new hotels. Business hotels account for more than 15% of the group's revenue; resorts or leisure account for over 20% and the remaining account for luxury.

Given this situation, how would you develop differentiating branding strategy for business hotels against that for leisure & luxury hotels?

How would you align these strategies with specific positioning strategies?

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### **COMPONENT 2: Case Study**

#### **Instructions:**

1. Do read the case carefully so as to understand the underlying problem.
2. The answer to the question should include your views, take or stand on the issue in your own words, with a solution to the problem from your perspective, supported with valid justification based on the topics covered in the subject syllabus.

#### **Case 1**

Large business marketing firms - like Reliance, Tata, Bharti Airtel and ITC - can effectively use salespersons to directly serve large business customer accounts. However, the millions of small businesses that, in aggregate, represent a huge business market opportunity are much more difficult to serve in a cost-efficient way. Small businesses are defined here as those with less than Rs. 75 Crores in annual turnover. A study found that nonpayroll spending by small businesses are huge and accounts for one-third of all expenditures by Indian businesses. These numbers represent how powerful small businesses are in India and what a significant opportunity the small-business market represents. Creative marketing strategies are required to define and reach this large and diverse market.

Take Kokuyo Camlin, the office supplies firm, where small businesses account for the bulk of sales through its retail, catalog, e-commerce and digital media sales channels. Kokuyo Camlin mails 100 million catalogs a year and features small business employees in its television, print, and digital media advertising. The firm conducted extensive research on the way customers shop online and revamped the Web site's layout, look, and functionality, the its presence on the e-commerce sites and other digital media platforms. In turn, research demonstrates how the catalog and online channels work together. "We get many more sales online from those customers receiving catalogs," says executive vice president of Kokuyo Camlin's Business Delivery.

**Q.1** Given the diverse array of firms that fall into the small business category, propose an approach Kokuyo Camlin might use to segment this market.

**Q.2** Describe how marketing managers at Kokuyo Camlin could use your segmentation plan to develop marketing strategies for each of the key market segments you have defined.

### Case 2

'Johnson Controls' provides control and automotive systems worldwide. The Controls Division offers mechanical and electrical systems that control energy use air conditioning, lighting, security, and fire safety for buildings. The company also provides on-site management and technical services for customers in a range of settings, including manufacturing installations, commercial buildings, government buildings, hospitals, and major sports complexes.

While serving a full range of market sectors from manufacturers to educational institutions, Johnson Controls has developed a suite of products and services for large retail chains, including department stores, discount stores, grocers, and supermarkets & hypermarkets. Most major shopping malls in India are customers. Johnson Controls' products include a variety of control panels that manage HVAC equipment, transportation, airflow, lighting levels, energy consumption, and air quality-and even determine how many customers enter and exit a store. Behind the control systems is a Remote Operations Center for 24-hour monitoring: Many problems can be diagnosed and corrected online. 'Johnson Controls' has recently developed a product and service solution that targets the convenience store industry. The convenience store controller smartly manages a store's lighting, refrigeration, and HVAC, alerting store personnel of malfunctions. Building on its deep experience in working with large grocery chains, 'Johnson Controls' can demonstrate to a convenience store chain how the system reduces energy costs, prevents food spoilage, improves occupant comfort, and lowers the cost of maintenance.

**Q.1** Outline the advertising strategy 'Johnson Controls' might follow to promote the convenience store controller. What benefits would you emphasize in the body of an ad?

**Q.2** Develop a list of keywords you would use in promoting the product through Google AdWords for its Internet search advertising program. How would you deploy digital / social media marketing plan to promote the offerings to the target customers?

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**COMPONENT 3: Exam**

Exam will be based on the syllabus of all 5 units

