

[Time: Three Hours]

[Marks:60]

Please check whether you have got the right question paper.

- N.B:
1. SECTION I is Compulsory and carries 20 marks.
 2. SECTION II, answer any 4 questions from section II. All questions carry equal marks. Total marks for section II is 40.

SECTION I: Indian SUV Market:

As the demand for SUVs and crossovers picks up speed in India, a new, hitherto unexplored, customer segment is driving that demand - women. Given the traffic congestion and poor roads across India, women are increasingly finding SUVs and crossovers to be attractive options.

Top SUV and crossover brand Mahindra & Mahindra, for example, is witnessing a strong traction among women customers particularly for its newer products. Newly-launched best-selling crossover Hyundai Creta is also experiencing a similar trend while even luxury SUVs from the Mercedes Benz stable are seeing more women owners. As a result, marketers are now going in for women-oriented marketing and communication strategies and women are increasingly being tapped as a focus group during product development as well.

Pravin Shah, president & chief executive (Automotive), Mahindra & Mahindra, said, "Between 2002 when Scorpio was launched to now, we are seeing an increasing number of women buying SUVs. With our newer products like the XUV500 or TUV300, we are seeing a higher percentage of women customers. Women form a critical demographic for the SUV/crossover segment."

Part of the reason, he said, is the sheer number of options now available. "The compact SUV/crossover segment is extremely women-friendly and as more and more models drive into the Indian market, the number of women SUV owners will increase exponentially," said Shah.

The newest model to hit the tarmac - Hyundai Creta - is a case in point. Rakesh Srivastava, senior vice-president (sales and marketing), Hyundai Motor India, said, "With Creta we are experiencing many new segments including women SUV buyers. This segment is considerable in size comprising 15% of the bookings of which interest in automatic and manual is 50:50. The woman buyers are seeking stylish, strongly built vehicles and prefer the top variants with audio visual navigation system along with high-end safety features like airbags."

The interest, he added, is in line with other similar 'strongly built' products like the Elite i20 and Verna. Even the luxury segment is witnessing the ladies-behind-big-wheels trend.

Take Mercedes for example Roland Folger, MD & CEO, Mercedes Benz India, said, "For us, growth from the SUV models has been 70% year-on-year so far and within this segment, women customers are a definite focus area for us. In many countries around the world, women are a big target market for SUVs and there seems to be growing potential to tap women customers in India with greater focus on models like the CLA, GLA which are more attractive to the ladies."

The Maruti Vitara Brezza and the Hyundai Creta have led the SUV charge in the Indian market. Everything's official about it now. The Indian passenger vehicle (PV) industry has finally surpassed the three-million-unit sales mark, for the first time ever. In FY2016-17, as per the vehicle sales data released by apex industry body, the Society of Indian Automobile Manufacturers, the PV industry notched sales of 3,046,727 units, recording year-on-year (YoY) growth of 9.23 percent and its best performance since the past six years. While the fiscal was motoring along at a good pace till the first six months, the second half saw a sales speed breaker in the form of the demonetisation exercise, which hit the auto sector hard, impacting the PV space for a brief period of time but regaining normalcy by January 2017. For the fiscal year, the passenger car segment sold a total of 2,102,996 units but what helped the overall PV industry achieve the 3-million milestone has been the sharp growth in SUV sales at 761,997 units (+29.91% YoY), what with demand for compact SUVs going through the roof. Surging demand for utility vehicles, both in town and country, is also having an impact on the passenger car market.

Autocar Professional's analysis reveals that over the past seven fiscal years, even as the overall PV market size has grown, the overall share of the passenger car market has fallen clearly indicating that SUVs have eaten into the car market and it's a trend that's set to continue.

The biggest contributor to PV sales in 2016-17 was, of course, Maruti Suzuki India with 1,443,641 units. The country's largest carmaker now has a 47.38 percent market share in PVs and a 52.11 percent share in passenger cars. No 2 player Hyundai Motor India, which has a 17 percent market share, sold a total of 509,705. It is followed by Mahindra & Mahindra with a 7.75 percent market share for its 236,130 units sold in 2016-17. At No. 4 is Tata Motors with 172,504 units and a PV market share of 5.66 percent, followed by Honda Cars India with sales of 157,313 units for a market share of 5.16 percent.

Q.1 What according to you are the major reasons for growth of SUV segment in Indian Market?

Q.2 Is launching many new SUV variants a good strategy? What according to you are the advantages of it?

Q.3 If you are the marketing head for Mahindra & Mahindra SUV division, what would be your focus market? Why?

Q.4 What are the major challenges for SUV marketing companies in the Indian Market?

SECTION II: Answer any four

Q1. Explain the 7Ps of marketing mix giving a suitable example from the services industry.

Q2. Explain the critical steps in preparing a marketing plan.

Q3. Apply GE MATRIX GRID to explain available opportunities in the consumer durable markets.

Q4. Explain the NEW PRODUCT DEVELOPMENT process with an example of your choice.

Q5. What are different types of pricing? Explain with examples.

Q6. Write short notes on any two:

- a) Product Life Cycle
- b) BCG Model
- c) Igor Ansoff Matrix
- d) SWOT analysis