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**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**DEHRADUN**

**End Semester Examination – April, 2017**

<b>Program/course: BBA Auto Retailing</b>	<b>Semester</b>	<b>: 6th</b>
<b>Subject: B2B Auto Retailing</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Code : BBDA 105</b>	<b>Duration</b>	<b>: 3 Hrs</b>
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**Section A: Attempt all the Questions [2x10 = 20 Marks]**

**Q1. Define the following terms in short.**

- a) Services Marketing Triangle
- b) Service Perishability
- c) Market Segmentation
- d) Quality
- e) Capital Goods
- f) CRM
- g) Skimming Pricing
- h) Cycle Time (w.r.t. manufacturing)
- i) Modified Purchase
- j) Total Cost of Ownership

**Section B: Attempt any 4 Questions (out of 5) [4x5 = 20 Marks]**

Q2. Name and describe the major steps in developing a new product.

Q3. Describe the key functions performed by marketing channel members.

Q4. Why do products enter the decline stage of the product life cycle? Discuss marketers' options at this stage.

Q5. What is the importance of Services in Automobile marketing? Can it affect consumer buying decision up to a great extent or having a very little impact over it? Support your answer with suitable example.

Q6. Discuss the role of CRM in Automobile sector. Do you think the concept of Customer Loyalty matters in this sector?

**Section C: Attempt any 2 Questions [out of 3] [2x15 = 30 Marks]**

Q7. Compare the institutional and government markets and explain how institutional and government buyers make their buying decisions.

Q8. Identify two organizations operating in the business market and compare their positioning strategies. Consider how these strategies differ and make proposals how each can become more efficient to increase market share of the organization.

Q9. Examine the contention that the traditional concept of the marketing mix (4Ps) is now redundant and should be replaced by a relationship-centred approach to marketing activities.

**Section D: Analytical / Situational / Case based:**

**Attempt all the questions [2x15 = 30 Marks]**

**JCB CONSTRUCTION**

JCB is a UK company that is the European market leader in construction and earthmoving equipment. Following a period of systematic self-appraisal, the company realized that the prevailing organizational culture was essentially product-led. Even the well established franchised dealership network was product-focused. Their marketing department was based on product categories (for example, backhoe diggers) and customer sectors (road construction, public utilities). However, as more products and more customer groups became established so the business expanded and product lines and customer groups became complicated and confusing. However, customers seeking a variety of products had to liaise with different sales teams (and product groups) and, as a result, received multiple marketing communications messages and had to deal with an increasing number of internal departments.

Recognizing the benefits that a market segmentation analysis might bring, the process began, only to become impeded by a number of variables. First, there was a lack of reliable data mainly because there was no JCB way of collecting or processing data. In addition, internal communication was poor at a number of levels. Product team managers failed to share information, production and R&D personnel did not consult with marketing and sales departments and the communication lines between head office and the branches was inadequate. It was not surprising therefore that the organisation did not have a formal process for carrying out the new segmentation work.

**Solutions**

One of the first requirements was to gather market intelligence. Questionnaires were sent out with warranty cards, telephone calls were made to customers, and exhibitions were used deliberately to collect information. A database was used to store and analyse data.

Workshops and meetings were used to structure the overall process and to disseminate information. Where previously there was a reluctance to share information, now teamwork and

regular meetings motivated increasing number of people from different areas to join in and contribute to the intelligence-gathering exercise. Even the dealers became involved once it was clear to them that their contributions and participation were welcome and valued.

The segmentation process enabled JCB to move towards the implementation of segments which were very customer-driven. As a result of the data collected JCB established three main divisions. These were the Heavyline, Midline and Compact Equipment divisions. Internal liaison facilities were established to assist customers whose requirements cut across machine groups. These enabled the business to serve customer groups with greater focus, which in turn facilitated the development and cultivation of selected relationships. Some of the dealerships became specialized and concentrated on particular types of customers, just as Toyota managed with the Lexus brand.

Q10: Analyze the problem of JCB in your own words and suggest a suitable plan to resolve the problem.

Q11: Considering yourself as Vice President (Indian Operations) of JCB, draw a different segmentation strategy for the company to increase market penetration and reach.