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# Manipal Institute of Technology, Manipal

(A Constituent Institute of Manipal University)



## I SEMESTER M.TECH (ENGINEERING MANAGEMENT) END SEMESTER EXAMINATIONS, NOV/DEC 2015

SUBJECT: TECHNOLOGY MARKETING [HSS 517]

**REVISED CREDIT SYSTEM**

Time: 3 Hours

MAX. MARKS: 50

### Instructions to Candidates:

- ❖ Answer **ANY FIVE FULL** questions.
- ❖ Missing data may be suitably assumed.
- ❖ Explain with neat sketches wherever necessary.

- 1A. Explain the defensive strategies with suitable example. (5)
- 1B. Differentiate between cost based pricing and market based pricing. (2)
- 1C. What is breakeven market share? Why breakeven market share a better marketing profitability metric? Justify. (3)
- 2A. How companies measure the total customer experience? Give example (3)
- 2B. List the types of marketing metrics and explain the types with suitable example. (5)
- 2C. Differentiate between customer retention and customer loyalty. (2)
- 3A. Define market segmentation? (3)
- 3B. Explicate the steps in segmentation process with suitable diagram? (4)
- 3C. Explain the sources of competitive advantage. Give example (3)
- 4A. Imagine you are the CEO of Apple Incorporation. The company wants to launch a new product in the product line. Prepare a marketing plan for Apple iPhone 7 which is to be launched during April 2016. (5)
- 4B. What are the various marketing strategies that Lexus brand may choose to promote its product to attain customer satisfaction? Justify (3)

- 4C.** List the 7Ps of marketing mix. (2)
- 5A.** Explain the Nike product positioning with suitable diagram. (3)
- 5B.** Write short notes on Push and Pull communications. (4)
- 5C.** Define Brand Image. You are the brand manager of BMW company. Prepare a strategy for BMW brand so that it enhance its brand image. (3)

**6. CASE STUDY:**

BioTronics is a \$390 million business that manufactures high-tech specialty electronics equipment for the biotechnology industry. Three years ago, a new management team was put in place after the company delivered several years of disappointing performance. The new management team reorganized the business and designed programs to lower unit costs, control overhead expenses, and facilitate better management of assets. In addition, the new management team implemented an extensive sales training program that improved the productivity of the sales force from \$5 million to \$7.5 million per salesperson.

The results were sensational. In 3 years, the new management team increased sales by \$136 million and more important, more than tripled net profit before taxes. BioTronics' return on sales grew from 6.3 to 14.1 percent, and its return on assets increased from 5.7 to 14.8 percent.

In actuality, as remarkable as the growth seems, BioTronics should have had \$41 million in additional profits over the 3 years, profits that, in effect, the corporation and its shareholders lost. This information becomes apparent when marketing performance metrics are added to the company scorecard. Had BioTronics used these marketing performance metric to help guide its strategic thinking, rather than relying on financial metrics alone, the company would have realized it was losing market share in a rapidly growing market.

- 6A.** Identify the problems in the case study. (3)
- 6B.** List out few alternatives for any two problems. Justify (3)
- 6C.** Do a SWOT Analysis for BioTronics company. (4)

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