

B.M.S. College of Engineering, Bengaluru-560019

Autonomous Institute Affiliated to VTU

February / March 2023 Semester End Main Examinations

Programme: B.E.

Branch: Civil Engineering

Course Code: 20CV5HSBMS

Course: Basics of Marketing and Sales

Semester: V

Duration: 3 hrs.

Max Marks: 100

Date: 01.03.2023

Instructions: 1. Answer any FIVE full questions, choosing one full question from each unit.
2. Missing data, if any, may be suitably assumed.

UNIT - I

- 1 a) What is Customer Value and Satisfaction? **03**
b) How is Marketing different from Sales? Discuss with an example. **07**
c) Define Marketing Research. What are the different types of marketing research? **10**

OR

- 2 a) What is Holistic Marketing Approach? **03**
b) What is 'Competition' in marketing? Discuss the various types of market competition with examples. **07**
c) Discuss the various CSR initiatives undertaken by any organization and how it will add to enhancing the brand value/image. **10**

UNIT - II

- 3 a) What do you understand by Promotional Mix and what are its elements? **03**
b) Discuss the various functions of marketing channel members. **07**
c) What are the pricing strategies for existing and new products? Give relevant examples. **10**

UNIT - III

- 4 a) Define Sales Management. **03**
b) Discuss the different types of sales persons in an organization. **07**
c) A spare part manufacturing company is looking to hire a B2B sales executive. You as the Sales manager, how do you recruit and select the right candidate with necessary skills and qualities for this role. **10**

OR

- 5 a) What is personal selling and what are its objectives. **03**
b) Discuss the steps in the Sales Process. **07**
c) You are the Area Sales Manager of a cement manufacturing company. Discuss the roles and responsibilities that you have to fulfil. **10**

Important Note: Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.

UNIT - IV

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|---|----|---|----|
| 6 | a) | What is the meaning of SEO & SEM? | 03 |
| | b) | Is e-commerce better than personal selling? Justify your answer with relevant examples. | 07 |
| | c) | Devise an online marketing strategy for creating awareness and selling a new face wash brand. | 10 |

UNIT - V

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CASE STUDY:

Tesco's main purpose is to earn a customer's lifetime loyalty by creating value. To achieve this goal, the company has adopted the values of understanding customers, being the first to meet their needs, and acting responsibly in the communities they serve.

Tesco was founded in 1919 by Jack Kohen, who began to sell surplus groceries from a stall in London's East End. On his first day, Kohen had sales of roughly \$6.40 and a profit of \$1.60. In fiscal year 2014, Tesco Group had sales of \$111 billion, with a profit before taxes of \$4.78 billion and sales growth of around 1 percent. The firm employs more than 597,784 people and occupies 41 million square feet of selling space in 12 countries. From their customer service efforts, to their vast range of varied products, Tesco stand out till date for their devotion to their consumers above all else.

Tesco's success comes from years of building customer loyalty through merchandising and pricing strategy. Over the years, the company has expanded its range of products and services from simple grocery items to almost everything, including PCs and peripherals, cameras, phones, home electrical appliances, televisions, AV equipment, furniture, kitchen appliances, and home furnishings, so customers can buy everything under one roof. Tesco also offers services that include petrol stations, opticians, and pharmacies.

Tesco started expanding overseas in 1995, starting with Hungary, and now has a presence in China, the Czech Republic, Hungary, India, Japan, Malaysia, Poland, Ireland, Slovakia, Thailand, and Turkey. In the United States, it operates under the name Fresh & Easy Neighbourhood Market.

Tesco began its customer relationship management program in 1995 by introducing Clubcard, which offered loyal shoppers' points on purchases and small rebates. Stores captured valuable information with every swipe of the card and built a powerful customer database that could show what products customers were and were not buying, and where they were spending their time in the store (measured by what they spent their money on). Clubcard customers received vouchers for items they specifically liked to buy, rather than general vouchers sent to all customers. Different lifestyle magazines were created for different customers. High-value shoppers received calls from store managers, valet parking when they came to shop, and other privileges so they would feel special and continue to be loyal to Tesco. Tesco now has more than 16 million cardholders and sends about 8 million unique coupon variations with each Clubcard mailing, to ensure that everybody who gets an offer receives an appropriate one. The Clubcard data provides Tesco

with detailed information about customers' purchasing behaviour. In addition to this data, the company polls around 12,000 customers in their annual Customer Question Time. They receive more direct feedback on products, price, quality, service, and the company's role within the community. Stores are designed based on consumers' needs. The smallest floor plan, called 'Express', is less than 600 square feet and sells only grocery and food items; the largest 'Home Plus' stores are more than 50,000 square feet in size and sell only non-food items.

In 1999, Tesco opened its online store and online banking initiatives. In 2000, it opened Tesco.com. Tesco Direct, another online initiative, sells over 12,500 non-food products, guaranteeing next-day delivery for store pickup. It is also experimenting with "drive-thru" supermarket service for customers who order through Tesco Direct and can pick up the items within a two-hour block at designated parking spots without getting out of their cars.

In 2009, Tesco branched out to the iPhone by launching three different applications. The first allowed customers to scan their Clubcards using the iPhone's camera, so they didn't have to carry the card on a shopping trip. The second was a Storefinder that allowed customers to find a nearby Tesco outlet. The third, a wine application, allowed customers to take a photograph of a wine they liked, so that they could read product information and place an order using the phone. In 2010, Tesco created a new mobile Web site to facilitate easy shopping for non-food and household items using smart phones. This followed the launch of a grocery application that allowed barcode scanning by the iPhone. Using the mobile Web site, customers can now conveniently search and buy everything, from televisions to tables to toys. This initiative is part of a commitment to make Tesco available to everyone, anywhere, at any time—whether through the catalogue, in-store, online, or by phone.

Tesco also concentrates on providing efficient service. Under its "one-in-front" plan, for instance, if there is more than one customer at a single checkout counter, another counter will be opened. A number of self-service checkouts are also available in all stores. With improved CRM and service, Tesco has become a leading supermarket in the United Kingdom and is now expanding to other parts of the world.

Questions:

- a) What are the ways in which Tesco connects with its customers to provide more value for them? **05**
- b) What is the USP of Tesco? Has it changed over the years? **05**
- c) Are the digital marketing platforms & Strategies used by TESCO up to the mark? Justify your answer – Yes, or No? **05**
- d) As Tesco expands overseas, can it succeed by using the same strategies it has used in the United Kingdom? Justify your answer - Why or why not? **05**
