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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2018

Program: BBA – Auto Marketing
Subject (Course): Brand Management
Course Code : BBCM 159
No. of page/s: 4

Semester – V
Max. Marks : 100
Duration : 3 Hrs

SECTION – A

Each question carries 10 marks

Max Marks – 50

	MARKS	CO
A.1. Explain the Scarcity in Auto Industry. With their examples.	10	2
A.2. Mention the Vehicle as per their below punch lines:		
1. Definitely Male	2	1
2. Fill It Shut It Forget It	2	1
3. More Smiles Per Hour.....	2	1
4. It's not the destination, It's the journey.....	2	1
5. Performance first.....	2	1
A.3. Explain the IC engine and Difference between 2-Stroke Vs. 4-Stroke engine	10	4
A.4. Draw the customer based Brand equity pyramid.	10	3
A.5. Explain the PLC concept with example of any 2-Wheeler automobile Company.	10	2

SECTION- B

Each question carries 10 marks

Max Marks – 20

B.1. Match the following:

		MARKS	CO
1. The Art of Engineering	a. Chevrolet	2	1
2. The Ultimate Driving Machine	b. Chrysler Chrysler	2	1
3. The Heartbeat of America	c. AUDI	2	1
4. Inspiration Comes Standard	d. FIAT	2	1
5. Driven by Passion	e. BMW	2	1

B.2. **CASE STUDY: MARUTI SUZUKI MARKETING STRATEGY IN INDIA**

In today's competitive era the word 'Strategy' is very crucial for all business organizations. Presently organizations started realizing that customer centric and aggressive marketing strategies plays vital role to become successful leader. Though globalization has opened the doors of opportunities for all, the market is still crowded with some unknown risks and lot of competition. Because of this competition, a marketing strategy must aim at being unique, differential-creating and advantage-creating. To obtain unique and differential advantage, an organization has to be creative in its marketing strategy. Today due to innovative marketing strategies Maruti Suzuki has become the leading & largest seller of automobiles in India. Company has adopted various Brand positioning, Advertising, Distribution strategies to capture the market. Maruti's few unique promotional strategies include Teacher Plus Scheme, 2599 scheme, Change your life campaign. The objective of this paper is to focus on various marketing strategies of Maruti Suzuki India Ltd

Questions:-

	MARKS	CO
Q.1. Explain the marketing strategy of implemented by Maruti Suzuki as per the case.	5	2
Q.2. Explain the difference between Horizontal brand extension processes as per the above case.	5	3

SECTION- C (Case Study)

Each question carries 10 marks.

Max Marks – 30

CASE STUDY: ELECTRIC CARS

The growing environmental consciousness and seeing the adverse effects of climate change, the governments in India are supporting initiatives for development of eco-friendly mobility solutions including electric vehicles. To offset the disadvantages of electric vehicles regarding range, weight and charging time, efforts have to be made to orient the use of electric vehicles to niche situations and niche markets where these limitations can be leveraged by design. Confined spaces like airports, industrial campuses, gated communities lend themselves easily to vehicle electrification. When the technology does not offer major physical constraints as in electric vehicles in comparison to the traditional vehicles, design criteria will have to be predominantly use oriented - psycho-physiological, cultural, contextual and environmental. The physiognomy aesthetics of electric vehicles can be and should be quite different from what we see today in cars or hybrid vehicles to depict the uniqueness of this breed of products. In this presentation some design case studies based on the above would be discussed.

AN electric car is powered by an electric motor instead of a gasoline engine. The electric motor gets energy from a controller, which regulates the amount of power—based on the driver's use of an accelerator pedal. The electric car (also known as electric vehicle or EV) uses energy stored in its rechargeable batteries, which are recharged by common household electricity. Unlike a hybrid car—which is fueled by gasoline and uses a battery and motor to improve efficiency—an electric car is powered exclusively by electricity. Historically, EVs have not been widely adopted because of limited driving range before needing to be recharged, long recharging times, and a lack of commitment by automakers to produce and market electric cars that have all the creature comforts of gas-powered cars. That has changed. As battery technology improved—GADL Journal of Recent Innovations in Engineering and Technology (JRIET) Volume 3 – Issue 3, May-June, 2017 2 Manisha et al., JRIET www.gadonline.com simultaneously increasing energy storage and reducing cost—major automakers introduced a new generation of electric cars.

II. WORKING OF ELECTRIC CARS

Electric cars are something that shows up in the news all the time. There are several reasons for the continuing interest in these vehicles:

- Electric cars create less pollution than gasoline powered cars, so they are an environmentally friendly alternative to gasoline-powered vehicles (especially in cities).
- Any news story about hybrid cars usually talks about electric cars as well.
- All-electric cars run on electricity only. They are propelled by one or more electric motors powered by rechargeable battery packs.
- Fully recharging the battery pack can take 4 to 8 hours. Even a "fast charge" to 80% capacity can take 30 min.

III. ELECTRIC CARS IN INDIA

With the growing environmental consciousness and seeing the adverse effects of climate change, the Government of India and the governments of various Indian states are supporting many initiatives for the development of ecofriendly technologies, which can reduce the carbon footprint emanating from India. Regulation has become one of the prime factors driving this change. Energy audits have been made mandatory in large consumer units from March 2007.

An energy-labeling programme for appliances was launched in 2006 and comparative star-based labeling has also been introduced. Recent signing of the agreement in Copenhagen on Climate Change, India is committed to pursue this policy aggressively. Programme of 'Urban Renewal' of the Government of India insists on energy efficiency, and incentives in the form of cheaper loans are offered to urban transport authorities. The National Solar Mission would promote the use of solar energy for power generation and other applications. Even Indian industry has taken up these issues seriously. Energy efficiency has become the top most agenda for Indian companies as well. Big automobile companies are developing electric vehicle technologies and/ or buying smaller electric vehicle companies to prepare for the future. One good example is that Mahindra & Mahindra recently bought Reva Electric Car Company from Bangalore.

IV. ELECTRIC VS GASOLINE CARS

From the outside, the electric vehicle looks like a gasoline powered vehicle with the exception that the electric vehicle does not have a tail pipe. Internally, it is quite a different story. According to CALSTART, the advanced transportation consortium in California, 70% of an electric vehicle's component parts may be different from a gasoline-powered vehicle. The electric vehicle has several unique components that serve the same function as the more common components in a gasoline-powered vehicle. Another significant difference between electric vehicles and gasoline-powered vehicles is the number of moving parts. The electric vehicle has one moving part, the motor, whereas the gasoline-powered vehicle has hundreds of moving parts. Fewer moving parts in the electric vehicle lead to another important difference. The electric vehicle requires less periodic maintenance and is more reliable. The gasoline powered vehicle requires a wide range of maintenance, from frequent oil changes, filter replacements, periodic tune ups, and exhaust system repairs, to the less frequent component replacement, such as the water pump, fuel pump, alternator, etc. The electric vehicle's maintenance requirements are fewer and therefore the maintenance costs are lower. The electric motor has one moving part, the shaft, which is very reliable and requires little or no maintenance. The controller and charger are electronic devices with no moving parts, and they require little or no maintenance. State-of-the-art lead acid batteries used in current electric vehicles are sealed and are maintenance free. However, the life of these batteries is limited and will require periodic replacement. New batteries are being developed that will not only extend the range of electric vehicles, but GADL Journal of Recent Innovations in Engineering and Technology (JRIET) Volume 3 – Issue 3, May-June, 2017 3 Manisha et al., JRIET www.gadonline.com will also extend the life of the battery pack which may eliminate the need to replace the battery pack during the life of the vehicle.

V. PROS AND CONS

PROS

Quiet and Quick It only takes one ride in a battery-powered car to understand the improved ride quality of an EV compared to a vehicle using a petroleum-powered internal combustion engine. An electric car is very quiet and very smooth. It makes most regular cars seem clunky and outdated. What surprises people more is the high torque (axle-twisting power) offered by EVs. Step on the accelerator and power is delivered immediately to the wheels, providing an exhilarating driving experience. Home Recharging Imagine never going to a gas station again. All you have to do is pull into your garage or driveway, reach over for a plug, and push it into the charging inlet. It's very convenient and takes all of about 15 seconds. Wake up the next morning, and you have a car ready to go another 80 to 100 miles—or double that, depending on the model. That's plenty for everybody except interstate travelers. (The charging task can be more difficult for people living in condos and apartments, but access to multi-family and workplace charging is improving every day.) Cheaper to Operate In most parts of the world, electricity is ubiquitous and cheap—with a big cost advantage over petroleum. Given the considerable efficiency of electric cars compared to internal combustion models, the cost per mile to fuel an EV is approximately one-third to one-

quarter the cost of gasoline (on a cost per mile basis). And because electric cars don't have exhaust systems and don't need oil changes, maintenance costs are reduced. To maintain an electric car, just rotate your tires and keep them properly inflated. No Tailpipe Emissions Nearly all credible researchers believe that electric cars, even in coal-dependent regions, have a smaller environmental impact than conventional vehicles. In regions with a strong grid mix of renewables—such as hydro, wind and solar—or for electric car drivers with home solar, the emissions benefits are dramatic. You can expect some analysts to argue the opposite. But it's incontrovertible that EVs don't have a tailpipe, and therefore provide a real benefit to improving air quality for you, your family, and your community.

CONS Limited Range It's everybody's cool EV term: Range Anxiety! It stands for the worry that occurs because most affordable electric cars only have about 80 to 100 miles of range, and take hours to fully refuel. EV advocates will argue that 100 miles is plenty for most driving. As a result, nearly all electric car drivers rarely if ever experience range anxiety. It's also true that the range and cost of electric car batteries is incrementally improving every year, with 200-plus mile EVs starting to arrive in late 2016. Still, unless you drive an electric car with a back-up range extending engine, you need to properly plan: to assure that routes beyond predictable local driving are within range (or allow for a time to recharge).

Long Refueling Time Concerns about range are closely tied with issues related to how long it takes to refuel an electric car. EVs commonly can add about 20 to 25 miles of range in an hour of charging from a 240-volt source of electricity. So, while you can't run down to the gas station and add a couple hundred miles of range in five to 10 minutes, and while many road trips are not advisable, drivers putting typical amounts of miles on their cars will not be impinged by recharging times measured in hours—as long as they remember to plug in before going to sleep. (One other factor: public DC Quick Chargers, capable of adding about 50 miles of range in around 20 to 25 minutes, are increasingly available in regions with relatively high numbers of electric cars.)

Higher Cost The current crop of electric cars are mostly priced between \$30,000 and \$40,000. That makes EVs considerably more expensive than comparably equipped small to midsized gas-powered vehicles. In this light, EVs are indeed expensive. However, cost comparisons usually fail to consider a number of factors, including: incentives often valued at \$10,000; competitive lease rates as low as \$199 a month; lower maintenance costs; and a luxury feel and amenities that far exceed what's found in those cheaper gas models.

Lack of Consumer Choice the 30 of or so plug-in electric vehicles on the market consist mostly of compact pure electric cars, and midsize plug-in hybrid sedans. The field is quickly expanding, with plug-in hybrid SUVs, a plug-in minivan and the Tesla Model X, an all-electric SUV. Several major automakers set aggressive goals of releasing a dozen or more new plug-in models in the coming years, promising electric models in many different segments. Unfortunately, the style of some popular EVs is polarizing: you either love it or, if you hate it, you hold off on purchasing an electric car. Yet, the trend is to offer electric versions of existing attractive models, rather than electric-only models that can look overly futuristic to average buyers.

VI. CONCLUSION As of December 2016, more than two million highway legal electric passenger cars and light utility vehicles (PEVs) have been sold worldwide. The stock of electric cars represented 0.15% of the 1.4 billion motor vehicles on the world's roads by the end of 2016, up from 0.1% in 2015. Sales of electric vehicles achieved the one million milestone in September 2015, almost twice as fast as While it took four years and 10 months for the PEV segment to reach one-million sales, it took more than around nine years and a few months for HEVs to reach its first million sales. When global sales are broken down by type of powertrain, all-electric cars have oversold plug-in hybrids, with pure electrics

capturing 61% of the global stock of 2 million light duty plug-ins on the world's roads by the end of 2016.

Questions:-

	MARKS	CO
Q1. Draw the PLC graph for ELECTIC CARS in INDIA.	10	2
Q2. Explain the roadmap of ELECTIC CARS for developing the Brand Equity in INDIA.	10	3
Q3. Using exhibit, explain risk management strategy for higher risk plays?	10	4