

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2019

Course: Marketing Management / MKTG 2001 Set-A

Semester: II

Programme: BBA-AM / DM

Time: 03 hrs.

Max. Marks: 100

Instructions: Mention your Name & Roll No on the Top of the QP.

SECTION A : Choose the correct Ans [2x10=20 Marks]

Q 1	Attempt all of them:	Marks	CO
i	<p>A service provider places a photocopier at a customer's office and charges the customer for the number of pages photocopied and not for renting the photocopier. Identify the pricing strategy adopted by the service provider in this case.</p> <p>i. Benefit Driven Pricing ii. Service guarantees iii. Flat rate pricing iv. Long term contracts</p>	2	CO1
ii	<p>Country Pizza, a new entrant, offers fast-food services similar to those offered by the existing players. Which of the following type of pricing should it adopt to induce customers to purchase and repurchase?</p> <p>i. Close Bid Pricing ii. Penetration Pricing iii. Market skimming iv. Going rate pricing</p>	2	CO1
iii	<p>An airline should ensure arrivals and departures at the right time. A courier firm should ensure the safe delivery of parcels to the customers on time. A caterer hired for a wedding should ensure food for the guests. The above expectations from service providers refer to which of the following levels of service product?</p> <p>i. Actual Product ii. Augmented Product iii. Core Product iv. Potential Product</p>	2	CO1
iv	<p>Dell computers offer computers that are suitably designed to meet the specific needs of customers. What level of customer retention strategy can be applied to this service feature of Dell?</p> <p>i. Social Bond ii. Financial Bond iii. Structural Bonds iv. Customization Bonds</p>	2	CO1

v	<p>Jet Airways keep a record of all its corporate clients using CRM applications. At one point of time, it noticed that one of its corporate clients had reduced availing its services. It probed into the matter and rectified the problem after which the revenues from that particular client improved. What strategy of customer recovery are we talking of?</p> <p>i. Track and anticipate recovery opportunities ii Solve Problem Quickly iii. Enhanced customer service iv . Increased customer contact</p>	2	CO1
vi	<p>A person buying a new Santro car prefers to get it serviced at the company service center rather than a well-known private service center in the locality. Which of the following aspects of physical evidence services to attract the customer to the company service centre?</p> <p>i. Physical Environment ii. Brand / Corporate Identity iii. Price iv. Service Personnel</p>	2	CO1
vii	<p>All big hotels conduct regular checks on the electronic equipments provided in the rooms to ensure that customers do not face any kind of inconvenience. What category of supplementary services does this refer to?</p> <p>i. Consultation ii. Safekeeping iii. Hospitality iv. Special Services</p>	2	CO1
viii	<p>A service provider believes in recruiting the right people, placing them in the right place, and providing the right facilities for work. It even arranges for the basic education for the children of the employee. Which of the following areas does the firm seek to emphasis on?</p> <p>i. Change Management ii. Customer attraction and retention iii. Corporate Image iv. Employee retention and motivation.</p>	2	CO1
ix	<p>A gardener in a hotel provides quality service and looks after the plants both inside the hotel and the garden outside, in close association with the interior decorator. Which step in developing a service blueprint accounts for the gardener's role in the service delivery process?</p> <p>i. Identification of support services ii Identification of customer segment iii. Mapping the customer's view iv. Adding physical evidence</p>	2	CO1
x	<p>Which among the following is not a component of situation review in the marketing Planning Process?</p> <p>i. Marketing Audit ii. Identification of alternate product mixes iii. SWOT Analysis iv. Key assumptions.</p>	2	CO1
SECTION B : Attempt any 4 Questions [4x5 = 20 Marks]			
Q 2	Explain Brand Equity and its determinants?	5	CO1,

Q3	In 1991, Hindustan Ciba-Geigy launched Cibaca-Lime toothpaste. But despite of the 14 genuine herbal ingredients, the product failed. While people like lemon flavor in food, when it come to brushing, the citrus taste jarred the teeth. Similar is the case with other products that faced a major defeat while on the day of launch. Illustrate the factors that contributes to the product failure?	5	CO1, CO2.
Q4	Channel Intermediaries serves several specialized functions that enable manufacturers to make their goods available to their customers at the right place at right time. The functions that a channel performs depend on the sophistication of the customer needs and existing level of technologies. Elaborate on the functions or the role that the channel intermediaries perform in the value network chain for the companies?	5	CO1, CO2.
Q5	Why should a company expend resources on positioning its product, when all that the customers want is a solution to their need? Do customers really care about the image of the product or the company?	5	CO2, CO3,
Q6	Pricing is a vital decision area in marketing and it's the only element in marketing mix of a firm that generates revenue. As a manager marketing, you are given a responsibility to price a new product that the company would like to launch in the market. You are required to give the presentation to the management detailing the factors influencing pricing. Also, detailed the categories of pricing methods and the best one for your product?	5	CO1, CO2, CO3
SECTION-C: Attempt any 2 Questions [2x15 = 30 Marks]			
Q 7	Reference to the case 'Segmentation and Targeting: Case of Indian Passengers Car', how did the case explains that the players in Car Industry uses 'Space Benefits' as Basis of Market Segmentation and make it a selling Plank. Give Examples.	15	CO2,C O3,CO 4
Q8	Reference to the case 'Distribution Strategy: The Case Asian Paints', explains that AP enjoyed 38% of the market share and led the market in India. AP's Success is the combined result of its strong corporate and marketing strategy. Within Marketing, How Distribution Excellence took AP to the Envidable Position that it holds today in Indian Paint Industry.	15	CO2,C O3,CO 4
Q9	Reference to the case 'Channel Management – The Case of Titan Watches', elaborates that Titan was not content with marketing its watches as mere time telling devices. It wanted to enlarge the meaning of watches and sell them as symbol of status and fashion and as jewelry. How did the channels strategy matched the product strategy of Titan and its Channel's objectives led to Channel Strategy?	15	CO2,C O3,CO 4
SECTION-D: Analytical / Situational / Case based Attempt all the questions [30 Marks]			
Case:	<u>Samsung: A Success Story in Branding Strategy:</u> January 2009 Edition	10	CO2, CO4

Being ahead of the competition is the mantra of Samsung's success. In business, it always pays to reduce the lead-time, as being late in business means business is over, which happened in the case of many big brands and competitors.

By VARIndia Correspondent

It does not require the genius of a rocket scientist to recognize that branding is the lifeblood of any corporation. This was well recognized by Samsung Electronics Corporation (Samsung), way back in 1998, when the South Korea's leading consumer electronics giant entered into an agreement with the International Olympic Association (IOA) to sponsor the 1998 Seoul Olympics. The message was clear. Samsung wanted to sponsor Olympics to establish itself as a global brand. And it became successful to a great extent too.

Samsung's association with the Olympics helped the company increase its brand visibility and brand recall among its consumers worldwide. In the late 1990s, Samsung forged several marketing alliances with companies' worldwide and sponsored events to enhance its brand awareness. Due to its marketing efforts, its brand value appreciated by more than 200 per cent from US\$5.2 billion in 2001 to its current \$10.8 billion. The company was ranked twenty-fifth in Inter-brand's list of the world's top 100 brands. In 2002, Samsung emerged as the only non-Japanese brand from Asia to be listed in the global top 100 brands valued by Inter-brand, the world's leading brand consultant. The company was ranked as the fastest-growing brand in the world by Inter-brand.

In spite of the worldwide slowdown, Samsung, whose sales are equivalent to some 20 per cent of South Korea's GDP, posted a net profit of 1.5 trillion Won for the third quarter of 2007-08.

In late 2008, Samsung emerged as the number one player in the US cell phone market by snatching the crown from Motorola. It also emerged as the world leader in the memory chip market. In 2007, Samsung spent more on R&D than IBM. The company has jumped to the second place in the number of patents granted by America's patent office (just behind IBM).

As a result of its commitment to innovation and unique design, SEA was ranked #6 in the electronics industry segment in the Fortune magazine's "Most Admired Companies 2008", and named as one of Fast Company's "Fast 50 Most Innovative Companies of 2008". Among popular Business Week rankings, SEC ranked #26 in the publication's "Most Innovative Companies of 2008" and #21 in the "100 Best Global Brands" for 2007. SEC is also a top patent holder, ranking second overall in the U.S. in 2007.

According to industry experts, the reason for these earnings over the years is Samsung's holistic approach to develop several strategies for different regions, but guided by one unified Samsung brand image building strategy. Samsung's branding strategy was launched by its Chairman Kun Lee in 1996. It was a coordinated global programme to make Samsung

an international brand. Over the last one decade, Samsung has executed its comprehensive brand building strategy. The company's annual investment in branding and marketing is about US\$3 billion, which has been spent to increase its brand awareness around the world.

For any new company, when it makes its entry into the market, there are two ways to stimulate growth: intensive advertising campaign, and product offerings with unique functions. Samsung recognized the potential of both. "In terms of products, Samsung introduced its leading-technology display products as well as printers in the Indian market and carried out SI meets all over the country to educate the channel community on its new products," says Ranjit Singh Yadav, Director – IT, Samsung India.

However, the power of brand building exercise was not lost on the company. In fact, Samsung tilted more towards advertising and brand-making strategy – creating awareness of its name by investing large amounts of money in million-dollar brand- making campaigns.

In India, Samsung, in order to create its brand awareness, signed seven cricket celebrities and in doing this it aimed to cash in on the popularity of cricket in India which is considered a religion in India. Instead of just ads featuring cricketers, Samsung launched its "Team Samsung India" campaign all over India. The focus of this concept was to create patriotism through cricketers, but under the Samsung brand name the banner reads "With Team Samsung". The campaign was a huge success and it enabled Samsung to increase awareness of its brand. As a result, it began to make impressive growth in India.

"In India, Samsung's investment on branding has spanned our brand building and corporate initiatives, product investments and investments in the channel," says Mr. Yadav. "In the year 2008, Samsung supported the Olympics cause in India by way of sponsorship of the Indian team, the support for select members of the Indian team. The company also organized the biggest-ever national level school quiz on Olympics for school children. Consequently, its Olympic-related advertising campaign brought the company's brand closer to customers.

"We supported the Indian team to the Beijing Olympic Games as well as provided scholarship support to six Indian athletes for their training expenses, including Abhinav Bindra whom we subsequently signed on as our Brand Ambassador for Consumer Electronics products, following his return from the Olympics," adds Mr. Yadav. Samsung hugely invested in sports, as it knew that sports attract crowds. In the Athens 2004 Olympic Games, it was named as Worldwide Wireless Communications Partner of the Olympic Games, but not without a cost.

Samsung provided 14,000 mobile phones and also supported equipment during the games. They also presented themselves in the Olympic Torch Relay, which took place in 27 countries. They also showcased their products for 17 days to the visitors at the Olympic

event and also allowed 30,000 minutes of free calling grabbing the audience to its brand.

It has been noted that older companies often portray their products as commodities and generally sell their products only on the basis of brand without enhancing their quality and lowering their price. However, Samsung has proved to be an exception to this. The company not only invested hugely in brand creation campaigns, it also remained a cut above the rest by introducing innovation. In order to create a somewhat different image, Samsung has positioned itself by developing innovative products, thus becoming a leader rather than a follower.

“Product innovation and channel expansion were the two key approaches that helped us grow our IT business in the year 2008 .We launched new categories like Digital Photo frames and entered the Notebook PC category with a comprehensive range of Notebooks and Netbooks. We enhanced our in-shop visibility through Shop in Shops within the channel, Shop boards as well as by adding over 100 channel partners in the B&C class cities,” says Mr. Yadav.

“Our channel engagement policy in 2008 included training the sales force on our new products and technologies through the Samsung Marketing Academy; SI meets in smaller cities as well as educating the channel through our newsletters and other communication material. We also tapped the large format retail for our IT products,” adds Mr. Yadav.

The Success Secret

Being ahead of the competition is the mantra of Samsung’s success. In business, it always pays to reduce the lead-time, as being late in business means business is over, which happened in the case of many big brands and competitors.

For instance, the most advanced mobile phone has only two-mega pixel camera, but Samsung offered 5-mg phone in 2005. Samsung is offering new products lower than the market price. Yet, the company has been able to retain its standard and quality.

However, part of this success was also Samsung’s openness. The company opened up and recruited employees from a global pool of talent bringing in talent from various countries, making these people work together at one table designing the best product. This trend boosted the company’s perception and made it a global brand among the consumers. The strategy paid off and in the past five years, it has achieved the biggest gain among major brands, even surpassing Sony.

Samsung’s approach is holistic reaching the world customer. It created its branding in multiple ways, ranging from traditional adds to billboards, racing, Olympic games, cricket matches, marathons. In short, wherever it saw the crowd, it communicated Samsung message by presenting itself as a leader of innovation with affordable price.

In the year 2009, Samsung India is looking at strengthening both the product portfolio and

	<p>the channel. The company will be tapping our existing brand shops as well as Large Format retail stores for our IT products.” We have just launched our comprehensive range of Notebook PCs and the ‘Live 360’ campaign for Notebook PCs. In the year 2009, we will be expanding our portfolio in Notebook PCs, Display products as well as our Printer range,” says Mr. Yadav.</p> <p>Samsung India will be continuing with its channel expansion in the year 2009 as well. “We will be strengthening the corporate sales business based on our enhanced lineup,” adds Mr. Yadav.</p> <p>“Market will see the introduction of new technologies in the marketplace and some of the trends that we saw in the year 2008 will get more pronounced. Thus, I expect the LCD Monitor category to dominate the market completely, even as the transition from Desk Top PCs to Notebook PCs and Netbooks will continue. The Widescreen format will continue to dominate in LCD monitors. Similarly, the 17” and 19” monitors will continue to dominate in terms of screen sizes. With the introduction of new technology and convergence products, the Large Format Retail will continue to be a significant channel for selling IT products,” says Mr. Yadav.</p> <p>Finally...</p> <p>Successful branding is all about establishing a long-term vision and crafting the company’s operations to meet that objective. ‘In 1993, as a first step in its globalization drive, Samsung acquired a new corporate identity. The company changed its logo and that of the group. In the new logo, the words “Samsung Electronics” were written in white color on a blue color background to represent stability, reliability and warmth.</p> <p>The words “Samsung Electronics” was written in English so that it would be easy to read and remember worldwide. The logo was shaped elliptical representing a moving world”– symbolizing advancement and change.</p> <p>It was this sort of huge investment where millions saw the Samsung’s message. Their brand remained in the forefront of millions of people giving them an edge over its competitors. It is no surprise that Samsung’s brand building strategy overtook its competitors in less than the expected time.</p>		
Q10A	<p>‘It does not require the genius of a rocket scientist to recognize that branding is the lifeblood of any corporation’, the statement stand true on one hand but on the other hand brand challenges do exist. What you think are the factors contributing to Brand Challenges? Do you relay thing Samsung did faced such challenge in the market? How do you suggest to overcome such challenges?</p>	10	CO2, CO3, CO4
Q10B	<p>“Product innovation and channel expansion were the two key approaches that helped Samsung grow its IT business in the year 2008”, How do you think that Product Innovation</p>	10	CO3, CO4,

	and Channel Expansion really helped the company in the growth of their business. In case if you would have been the Marketing VP for the company how you would have strategized the design of the channel in comparisons to the existing format to add more impetus to growth?		
Q10c	. How do you think that in the competitive market, Samsung showcased / proved its brand equity to the customers? What are the factors you think in common that the world's most popular brand shares between them?	10	CO2, CO3, CO4

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End Semester Examination, May 2019

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SECTION A : Choose the correct Ans [2x10=20 Marks]

Q 1	Attempt all of them:	Marks	CO
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ii	<p>Country Pizza, a new entrant, offers fast-food services similar to those offered by the existing players. Which of the following type of pricing should it adopt to induce customers to purchase and repurchase?</p> <p>i. Close Bid Pricing ii. Penetration Pricing iii. Market skimming iv. Going rate pricing</p>	2	CO1
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v	<p>Jet Airways keep a record of all its corporate clients using CRM applications. At one point of time, it noticed that one of its corporate clients had reduced availing its services. It probed</p>	2	CO1

	<p>into the matter and rectified the problem after which the revenues from that particular client improved. What strategy of customer recovery are we talking of?</p> <p>i. Track and anticipate recovery opportunities ii Solve Problem Quickly iii. Enhanced customer service iv . Increased customer contact</p>		
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ix	<p>A gardener in a hotel provides quality service and looks after the plants both inside the hotel and the garden outside, in close association with the interior decorator. Which step in developing a service blueprint accounts for the gardener's role in the service delivery process?</p> <p>i. Identification of support services ii Identification of customer segment iii. Mapping the customer's view iv. Adding physical evidence</p>	2	CO1
x	<p>Which among the following is not a component of situation review in the marketing Planning Process?</p> <p>i. Marketing Audit ii. Identification of alternate product mixes iii. SWOT Analysis iv. Key assumptions.</p>	2	CO1
SECTION B : Attempt any 4 Questions [4x5 = 20 Marks]			
Q 2	<p>What is Marketing Mix? Explain giving example Product mix and its relevance for an FMCG company?</p>	5	CO1,

Q3	Why should a company expend resources on positioning its product, when all that the customers want is a solution to their need? Do customers really care about the image of the product or the company?	5	CO1, CO2.
Q4	New Product Development is erroneously perceived as the exclusive domain of developer. If a company has to launch successful product, the role and importance have to be as important as that of developer during the product development process. Discuss the Role of marketers in new product development process?	5	CO1, CO2.
Q5	Why should a company expend resources on positioning its product, when all that the customers want is a solution to their need? Do customers really care about the image of the product or the company?	5	CO2, CO3,
Q6	Price Should accurately be keyed to the value to the customer. The more value that a product gives compared to the competition, the higher the price that can be charged. Illustrate the ways for estimating the value to the customer? Also give the factors that influence pricing Decisions of the companies.	5	CO1, CO2, CO3

SECTION-C: Attempt any 2 Questions [2x15 = 30 Marks]

Q 7	There are lot of companies that goes for Sponsorship of the programs and the events extensively like the one 'WILLS', 'COKE', 'LUX', 'MARUTI', etc. While doing so, Is the company clear at to what it want to achieve from sponsor deal? Does it want more than advertising space and time from the sponsoring deal? Is it diligent in deciding if it is making the right choice of causes and organization to partner with? Is the company prepared to do more than doling out money? Is it prepared to enter into long term sponsorship deal? Does the company have a system to continuously monitor its gains from sponsorship deal? Discuss.	15	CO2,C O3,CO 4
Q8	Do customers really consider 'build strength' of a product when they are buying a product? Will they buy a prestigious brand, knowing fully well that they are buying an expensive and an inferior product? Are customers really as enamored by brands as companies believe they are? Do customers really believe that their personality changes as they change the brands they own? And does society really confer prestige on people who possess prestigious brand? Discuss with the help of example/s the said questions.	15	CO2,C O3,CO 4
Q9	Reference to the case 'Channel Management – The Case of Titan Watches', elaborates that Titan was not content with marketing its watches as mere time telling devices. It wanted to enlarge the meaning of watches and sell them as symbol of status and fashion and as jewelry. How did the channels strategy matched the product strategy of Titan and its Channel's objectives led to Channel Strategy?	15	CO2,C O3,CO 4

**SECTION-D: Analytical / Situational / Case based
Attempt all the questions [30 Marks]**

<p>Case:</p>	<p><u>Samsung: A Success Story in Branding Strategy:</u></p> <p>January 2009 Edition</p> <p>Being ahead of the competition is the mantra of Samsung's success. In business, it always pays to reduce the lead-time, as being late in business means business is over, which happened in the case of many big brands and competitors. <i>By VARIndia Correspondent</i></p> <p>It does not require the genius of a rocket scientist to recognize that branding is the lifeblood of any corporation. This was well recognized by Samsung Electronics Corporation (Samsung), way back in 1998, when the South Korea's leading consumer electronics giant entered into an agreement with the International Olympic Association (IOA) to sponsor the 1998 Seoul Olympics. The message was clear. Samsung wanted to sponsor Olympics to establish itself as a global brand. And it became successful to a great extent too.</p> <p>Samsung's association with the Olympics helped the company increase its brand visibility and brand recall among its consumers worldwide. In the late 1990s, Samsung forged several marketing alliances with companies' worldwide and sponsored events to enhance its brand awareness. Due to its marketing efforts, its brand value appreciated by more than 200 per cent from US\$5.2 billion in 2001 to its current \$10.8 billion. The company was ranked twenty-fifth in Inter-brand's list of the world's top 100 brands. In 2002, Samsung emerged as the only non-Japanese brand from Asia to be listed in the global top 100 brands valued by Inter-brand, the world's leading brand consultant. The company was ranked as the fastest-growing brand in the world by Inter-brand.</p> <p>In spite of the worldwide slowdown, Samsung, whose sales are equivalent to some 20 per cent of South Korea's GDP, posted a net profit of 1.5 trillion Won for the third quarter of 2007-08.</p> <p>In late 2008, Samsung emerged as the number one player in the US cell phone market by snatching the crown from Motorola. It also emerged as the world leader in the memory chip market. In 2007, Samsung spent more on R&D than IBM. The company has jumped to the second place in the number of patents granted by America's patent office (just behind IBM).</p> <p>As a result of its commitment to innovation and unique design, SEA was ranked #6 in the electronics industry segment in the Fortune magazine's "Most Admired Companies 2008", and named as one of Fast Company's "Fast 50 Most Innovative Companies of 2008". Among popular Business Week rankings, SEC ranked #26 in the publication's "Most Innovative Companies of 2008" and #21 in the "100 Best Global Brands" for 2007. SEC is also a top patent holder, ranking second overall in the U.S. in 2007.</p> <p>According to industry experts, the reason for these earnings over the years is Samsung's</p>	<p>10</p>	<p>CO2, CO4</p>
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holistic approach to develop several strategies for different regions, but guided by one unified Samsung brand image building strategy. Samsung's branding strategy was launched by its Chairman Kun Lee in 1996. It was a coordinated global programme to make Samsung an international brand. Over the last one decade, Samsung has executed its comprehensive brand building strategy. The company's annual investment in branding and marketing is about US\$3 billion, which has been spent to increase its brand awareness around the world.

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However, part of this success was also Samsung’s openness. The company opened up and recruited employees from a global pool of talent bringing in talent from various countries, making these people work together at one table designing the best product. This trend boosted the company’s perception and made it a global brand among the consumers. The strategy paid off and in the past five years, it has achieved the biggest gain among major brands, even surpassing Sony.

Samsung’s approach is holistic reaching the world customer. It created its branding in multiple ways, ranging from traditional adds to billboards, racing, Olympic games, cricket matches, marathons. In short, wherever it saw the crowd, it communicated Samsung

	<p>message by presenting itself as a leader of innovation with affordable price.</p> <p>In the year 2009, Samsung India is looking at strengthening both the product portfolio and the channel. The company will be tapping our existing brand shops as well as Large Format retail stores for our IT products.” We have just launched our comprehensive range of Notebook PCs and the ‘Live 360’ campaign for Notebook PCs. In the year 2009, we will be expanding our portfolio in Notebook PCs, Display products as well as our Printer range,” says Mr. Yadav.</p> <p>Samsung India will be continuing with its channel expansion in the year 2009 as well. “We will be strengthening the corporate sales business based on our enhanced lineup,” adds Mr. Yadav.</p> <p>“Market will see the introduction of new technologies in the marketplace and some of the trends that we saw in the year 2008 will get more pronounced. Thus, I expect the LCD Monitor category to dominate the market completely, even as the transition from Desk Top PCs to Notebook PCs and Netbooks will continue. The Widescreen format will continue to dominate in LCD monitors. Similarly, the 17” and 19” monitors will continue to dominate in terms of screen sizes. With the introduction of new technology and convergence products, the Large Format Retail will continue to be a significant channel for selling IT products,” says Mr. Yadav.</p> <p>Finally...</p> <p>Successful branding is all about establishing a long-term vision and crafting the company’s operations to meet that objective. ‘In 1993, as a first step in its globalization drive, Samsung acquired a new corporate identity. The company changed its logo and that of the group. In the new logo, the words “Samsung Electronics” were written in white color on a blue color background to represent stability, reliability and warmth.</p> <p>The words “Samsung Electronics” was written in English so that it would be easy to read and remember worldwide. The logo was shaped elliptical representing a moving world”– symbolizing advancement and change.</p> <p>It was this sort of huge investment where millions saw the Samsung’s message. Their brand remained in the forefront of millions of people giving them an edge over its competitors. It is no surprise that Samsung’s brand building strategy overtook its competitors in less than the expected time.</p>		
Q10A	‘It does not require the genius of a rocket scientist to recognize that branding is the lifeblood of any corporation’, the statement stand true on one hand but on the other hand brand challenges do exist. What you think are the factors contributing to Brand Challenges? Do you	10	CO2, CO3, CO4

	relay thing Samsung did faced such challenge in the market? How do you suggest to overcome such challenges?		
Q10B	“Product innovation and channel expansion were the two key approaches that helped Samsung grow its IT business in the year 2008”, How do you think that Product Innovation and Channel Expansion really helped the company in the growth of their business. In case if you would have been the Marketing VP for the company how you would have strategized the design of the channel in comparisons to the existing format to add more impetus to growth?	10	CO3, CO4,
Q10c	. How do you think that in the competitive market, Samsung showcased / proved its brand equity to the customers? What are the factors you think in common that the world’s most popular brand shares between them?	10	CO2, CO3, CO4