

Marketing BS-SE (13)

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Question 1:

Answer:

1. D
 2. C
 3. C
 4. C
 5. D
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Question 2:

Answer: There are five main processes to demonstrate how consumers choose mobile phones in terms of decision making: problem recognition, Information search evaluation of Alternatives, Product Decision and purchase.

1.Problem Recognition: Nowadays smartphones are not only a device, but also a sign of fashion. Some consumers recognize their mobile phone out of fashion as a problem, smartphones are not just a device for communication but also a way to express a sense of self character. Consumers change the wallpaper and set the unique ringtones on their mobile phones because they want their mobile phones to show out their self-character. Consumers can have various reasons for them to perceive that their smartphone problem needs to be solved. e.g A new phone release, current mobile phone is not operating well, not satisfied with current mobile phone, or just wants a new mobile.

2.Evaluation of alternatives: When consumers realize that the current product is not as it should be, it means a problem has been recognized, and then consumers will proceed to search for great information in order to resolve it.

3.Evaluation of Alternatives: if consumer is satisfied with the brand of their current mobile phone, they may still look for another of the same brand's new products, if not, Consumer will choose another brand.

4. Purchase Decision: In order similar phones sometimes come with different secondary features, e.g two same price mobile phones, one comes with higher quality camera, but the other one comes with a nice speaker. Consumers generally will choose one of those determinant attributes as their purchase decision, because those products are already on their list.

5.Purchase: Once the phone has been chosen. Consumer will proceed to pay for the phone which he evaluated, and bring it home and enjoy it. After a consumer experiences this new product, the next purchase will happen in the future.

Question 3:

Answer: Service Organization: TCS (Logistics company)

TCS is a Pakistani courier and logistics company which is based in Karachi, Pakistan. It was founded by a former Pakistan International Airlines (PIA) flight engineer, Khalid Nawaz Awan, in 1983.

1.List the key external environmental opportunities or threats that face the organization.

Opportunities:

- TCS has opportunities in financial markets.
- They are expanding globally.
- product and service expansion takeover.

Threats:

- Competition in market
- Massively Increasing ecommerce
- External Change (Govt. taxes etc)

2. What do you think are the organization's main strengths and weaknesses?

Strengths:

- Online growth
- Strong management team
- Loyal customers
- Supply chain
- Strong brand equity

Weakness:

- Large Operations
- Not enough indicators suggesting performance with respect to getting regulatory permissions

3. Suggest ways in which the organization might respond to the external forces?
In the current situation due to COVID-19 TCS promote a Safety first approach with high recommendation like sanitizing all the packages they deliver.

4. Recommend a possible marketing strategy which will ensure that the organization matches its internal capabilities with external opportunities.

TCS has always evolved itself to oblige wider watchers. Customer retention has got round the enterprise into evolving a customer grievance management section that overlooks the client relationship. TCS has provided the start ups much needed facility and infra to brand their online dreams into reality.

-----**The End**-----