

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306
POST GRADUATE DIPLOMA IN MANAGEMENT (2017-19)
END TERM EXAMINATION (TERM - IV)

Subject Name: **VACC - Selling of Services**

Time: **01.30 hrs**

Sub. Code: **VACC- I**

Max Marks: **50**

Note: 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.
2. All questions are compulsory in Section A, B & C. Section A carries 2 Case Studies of 10 marks each, Section B carries 2 questions of 10 marks each and Section C carries 5 questions 2 marks each.

SECTION - A

10×02 = 20 Marks

Q. 1: Read the Case and answer the questions given below:

INDIAN LOGISTICS SECTOR: SHINING BRIGHT!

The Indian logistics sector is on a big growth tide. According to the domestic rating agency ICRA, Indian logistics sector is expected to grow at a rate 8-10 per cent over the medium term. This is an improvement over the compound annual growth rate (CAGR) of 7.8 per cent at which the industry grew during the last five years. The logistics industry of India is currently estimated to be around US\$ 160 billion. With implementation of GST the sector is expected to benefit and touch US\$ 215 billion over the next two years, as per the Economic Survey 2017-18.

The last couple of years have seen significant development for this industry which is reflected in the global rankings. According to the Global Ranking of the World Bank's 2016 Logistics Performance Index, India jumped to 35th rank in 2016 from 54th rank in 2014 in terms of overall logistics performance. The report also showed that India's logistics sector has improved its performance on all the six parameters used in the ranking. This is a huge jump of 20 ranks and clearly indicates the growth of the sector. There is a lot of investment that the industry is attracting and as a result of the transformations and changes led by these investments, the industry will stimulate job creation. The experts predict that it can be the largest job creator by 2022. The sector currently provides employment to more than 22 million people in the country. The report also emphasises that improving the sector would result in a 10 per cent decrease in indirect cost, in turn leading to a growth of 5-8 per cent in exports.

The Indian government has announced that it is working at the policy in order to set up new logistics plan in the country. The intention is to devise the most cost-effective method to transport goods by the year 2035. The policy aims at preparing a proper integrated logistics plan. The new logistics division within the department of commerce is working on this national integrated plan, with the objective to identify and iron out any existing bottlenecks and gaps in the industry. This is good news for the sector. It will also encourage tech-enabled startups in the logistics sector as they will be able to provide seamless movement of goods across the country. Indian logistics industry is a sunshine sector and there are multiple factors that are driving this sector towards growth and boom. The growth of logistics is two sided – led by demand supply. The demand led growth is strengthened with the economic recovery and benefits from implementation of GST. According to the rating agency ICRA, post GST implementation the savings in terms of truck turnaround time has been approximately 18-20 per cent. Also, the outsourcing of non-core activities like warehousing and associated activities to integrated players is leading to strengthen the organised

players, which in turn is good for the industry in long term. The picking of industrial consumption is another driver on the demand led growth of the logistics industry in India.

The supply led growth drivers include improvement in logistics infrastructure, integrated logistics and birth of numerous logistics start-ups, especially tech led start-ups. According to an industry expert, “Tech-enabled startups have a huge scope to grow as well drive the growth of the sector. Not only they are attracting heavy investments, they have the potential to make export procedures hassle-free by reducing unnecessary paperwork, in turn reducing delays in delivery.”

According to the real estate consultancy CBRE’s report titled ‘2018 Asia Pacific Real Estate Market Outlook’ Delhi-NCR, Mumbai and Bangalore dominated the warehousing space demand with 50 per cent share. Although, the smaller cities have been on growth spurt too with the share of Hyderabad, Chennai, Kolkata and Pune in overall transacted space went up to 49 per cent in 2017 as against 25 per cent in 2016. Another key trend is the preference for large warehouses that allows better automation process. According to the CBRE report, the Indian market for warehouse automation is estimated to grow by 10-12 per cent to US\$ 3.49 billion by the year 2020. Warehousing emerging as an attractive investment is another dominant trend in the Indian logistics sector. Some of key investors include Ascendas-Singbridge, Morgan Stanley, and Warburg Pincus, beside others. The investment burst in the sector is leading to development of new and better warehousing facilities. According to CRISIL the future for the Indian logistics industry is going to shine even brighter. The research firm suggests the logistics industry of India which stood at Rs 6.4 trillion in FY17 will grow at a CAGR of 13 per cent over the next three years and will be at Rs 9.2 trillion by FY20.

- a) Discuss the Micro and Macro environmental factors affecting growth of the Indian logistics sector.
- b) Highlight the key drivers of Indian logistics sector and explain the future prospects.

Q.2: Read the Case and answer the questions given below:

Loyal3: Trading on Facebook

Loyal3 is just one of a number of startups that have sought to make trading accessible to the masses through accessible tech. Why Facebook? Well, Loyal3 largely deals with consumer-facing brands: the kinds of brands which already own a significant amount of the space and time which consumers spend on social media. For the consumer, this helps to make their first forays into trading that little bit more familiar – and also means that if Loyal3’s standalone smartphone app gets deleted, they don’t lose touch with the consumer. Four years after launch, Loyal3 is still ticking over. In the fickle world of startups, that counts as a success.

American Express: Small Business Saturday

“A million tiny details.”

That’s the factor to which AdAge attributed the success of American Express’s campaign to capture a wider share of the SME space. It was grounded in the popular belief that it’s important to support small businesses – so to this end, AmEx dedicated a day in the calendar to the cause, and began distributing resources to help local businesses capitalise on the day to draw attention to themselves. The brilliance of this campaign is that consumers and business did the groundwork themselves, massively reducing investment against reach. But it’s also worth noting that this was an omnichannel success: web, social and offline covered and connected – both at the point of distribution by the brand, and at the point of implementation by target audience

Atom Bank: Design Your Own Logo

The UK has recently witnessed the rise of “challenger banks”, seeking to subvert the sullied aspect of traditional banking with more consumer-orientated business models and friendlier branding. For Atom Bank, this meant giving customers to design their own brand logos – amidst a host of other personalisation options. This is known as in-product marketing, whereby the product not only serves a purpose, but the experience of using it offers up constant subtle reminders to the consumer that they’re engaged in a relationship with a brand.

- a) Analyse the impact of the above marketing campaigns on its targeted stakeholders.
- b) Cite an out-of-the-box marketing campaign for Mutual Fund Company in India.

SECTION – B

10×02 = 20 Marks

Q. 3: Design a cold calling a script, assuming you as a Relationship Manager of a Life Insurance Company. Your script should include the possible reply (including “YES” and “NO”) from customers and also include “Up-Selling” and “Cross selling” from the company’s existing product.

Q. 4: Your job as an executive at a financial institution is to make your financial product marketing strategies to feel as vibrant and exciting as buying a brand-new Rolex. Elucidate you marketing plan to your reporting manager by citing at least 2 new ideas.

SECTION – C

02×05 = 10 Marks

Q.5 (A): Discuss in brief the success mantra of Maruti Suzuki in India in relation to other part of world.

Q. 5 (B): Cite an example of Omni-channel marketing adopted by Big-Bazaar?

Q. 5 (C): What are evaluation parameters of successful sales pitch?

Q. 5 (D): What qualities would you prefer if you hire an management graduate in your business development team? Prioritize and provide weight to the parameters in scale of 100.

Q. 5 (E): What is the need for financial incentive across product / Service delivery system? Discuss.