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**Presidency University**

**Bengaluru**

**School of Management**

**Make-up End-Term Examination - July 2024**

**Date**: 05 Aug 2024

**Time**: 9:30am – 12:30Pm

**Max Marks**: 100

**Weightage**: 50%

**Semester**: I

**Course Code**: MBA4076

**Course Name**: Experiential Marketing

**Department:** SOM

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any information on the question paper other than roll number.*
3. *Question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. List at least six (6) common types of Experiential Marketing. [CO:01 | Knowledge]
2. State at least five (5) key benefits of Experiential Marketing. [CO:01 | Knowledge]
3. Identify the importance of relationship marketing in Experiential Marketing. [CO:02 | Knowledge]

1. Recall at least seven (7) types of events in Experiential Marketing. [CO:02 | Knowledge]
2. List at least four (4) social media tactics to promote your event. [CO:02 | Knowledge]

1. If you were working for an e-commerce company, explain the actions to improve the customer lifetime value. [CO:03 | Knowledge]
2. List the best practices to encourage user generated content. [CO:03 | Knowledge]
3. List the four (4) core human factors that lead to "Brand Affinity". [CO:03 | Knowledge]
4. Engaging with your audience is a crucial aspect of building relationships and increasing social media engagement. Considering this context, list the best practices for engaging with your audience. [CO:04 | Comprehension]
5. Visuals are powerful tools for social media engagement. Considering this context, for better social media engagement, name the best practices for utilizing visuals for impact. [CO:04 | Comprehension]
6. Define Experiential Marketing, and identify its significance. [CO:01 | Comprehension]
7. Describe the key elements of successful experiential marketing campaigns. [CO:01 | Comprehension]

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

1. Understanding the psychology of consumer behavior empowers marketers to design effective experiential marketing strategies that engage potential customers. Considering this context, describe with suitable examples, how emotions drive consumer decision making. [CO:01 | Comprehension]
2. You have been tasked to organize an event to promote your brand. Describe all the key elements to create and deliver a memorable event experience, with applicable examples. [CO:02 | Knowledge]

1. Running contests and giveaways is an effective strategy to increase social media engagement and build relationships with your followers. Considering this context, describe the best practices for social media engagement, with suitable examples. [CO:03 | Knowledge]
2. You work for a famous footwear brand which specializes in selling high-end women's shoes. In a single year, your company sells 10,000 pairs of shoes to 7,000 customers earning 20 Lakh rupees. Using the data given, report how the customer lifetime value (CLV) is calculated. [CO:03 | Comprehension]

1. In the era of sustainability awareness, it is important to pay attention to the impact to the environment as well. In light of this context, explain the ethical considerations regarding environmental impact in experiential marketing. [CO:04 | Comprehension]
2. As marketers delve into the realm of experiential marketing, it is crucial to consider the ethical implications of their strategies. In light of this context, using suitable examples, discuss the ethical considerations with respect to privacy and data collection. [CO:04 | Comprehension]

**PART C**

**Answer the following Questions. (2Qx 15M= 30)**

**19. Coca-Cola and its Experience-Led Marketing Strategy**

In a fiercely competitive soft drinks market, differentiation through consumer-centric experiences has become imperative. Coca-Cola has pioneered this approach by placing customer experience at the forefront of its marketing and communication strategy. By forging emotional connections between the brand and consumers through creative online and offline campaigns, Coca-Cola has transformed the act of purchasing soft drinks into an immersive experience, enhancing the quality of consumers' lives. The journey of Coca-Cola's success traces back to its inception in 1886 when pharmacist Dr. John Pemberton created a unique syrup, later rebranded as Coca-Cola. Despite initial setbacks, astute marketing strategies propelled the brand's growth under visionary leaders like Asa Candler and Ernest Woodruff. Over the years, Coca-Cola diversified its product offerings, expanded globally, and established itself as an iconic brand synonymous with happiness and refreshment.

Central to Coca-Cola's marketing strategy is its focus on delivering refreshing and thirst-quenching experiences associated with joyous moments shared with loved ones. Through segmentation based on demographics, geography, and product preferences, Coca-Cola tailors its marketing efforts to resonate with diverse consumer groups, fostering long-term relationships.

Coca-Cola's innovative marketing campaigns, such as "Share a Coke," exemplify its commitment to consumer engagement and personalization. By incorporating consumer names on packaging and leveraging digital platforms for interactive experiences, Coca-Cola fosters a sense of ownership and emotional connection with its brand, transcending traditional marketing paradigms. Moreover, Coca-Cola's consumer-centric approach extends beyond marketing to encompass partnerships, sponsorships, and philanthropic initiatives. By sponsoring global events like FIFA tournaments and collaborating with renowned brands like Disney, Coca-Cola reinforces its presence in consumers' lives while contributing to societal welfare. As Coca-Cola embraces digital technologies, it continues to evolve its marketing strategies to offer seamless and emotionally resonant customer experiences. Leveraging insights from consumer communities and investing in sustainable practices, Coca-Cola endeavors to address contemporary challenges while maintaining its position as a leading global brand.

In facing the future, Coca-Cola confronts challenges such as shifting consumer preferences towards healthier alternatives and environmental sustainability. Through strategic diversification, innovation, and a renewed commitment to consumer well-being and environmental stewardship, Coca-Cola aims to navigate these challenges while staying true to its core values and delivering memorable experiences to consumers worldwide.

Imagine you have been hired to be the Chief Experience Officer (CXO) at Coca-Cola. Your task is to create a new concept store, “the Coca-Cola experience store,” and connect it with the company’s online platforms.

Questions for discussion:

1. Define the experiential marketing strategy of Coca-Cola and briefly describe the types of experiences the brand offers to enchant its customers in their everyday lives.

2. Discuss the role of digital devices and technology implemented by Coca-Cola to guarantee a fluid customer journey from online to retail and vice versa.

3. How has Coca-Cola modified its marketing strategy to focus on the customer experience, differentiate itself, and remain competitive within the soft drinks market? Are these changes in line with today’s consumer health needs? [CO:03 | Application]

20. **Uber’s Customer Experience Journey**

Uber, a pioneer in the transportation industry, has revolutionized how people commute through its innovative ride-sharing platform. Founded in 2009 by Travis Kalanick and Garrett Camp, Uber quickly scaled from a startup to a global giant, boasting 67 million customers and 3 million drivers across 80 countries. Its success lies in a customer-centric approach, leveraging technology to redefine the commuting experience.

Uber's success hinges on effective market segmentation and strategic expansion. By targeting urban areas with high demand for private transportation, Uber strategically launched in cities with a significant gap in taxi supply. Market research identified peak times for demand, allowing Uber to capitalize on holidays and events. The company's diverse service offerings, from UberX to UberPOOL, cater to various customer segments, ensuring accessibility and affordability.

Uber's marketing strategy focuses on brand recognition and customer engagement. Leveraging digital platforms and word-of-mouth, Uber became synonymous with convenient transportation. Free rides, referral programs, and partnerships with banks enhanced customer acquisition. Uber's innovative marketing stunts, like delivering kittens and celebrity surprises, fostered a friendly and fun brand image.

Uber's seamless user experience begins with the app's user-friendly interface, allowing easy ride requests and payments. Throughout the journey, customers receive real-time updates, driver information, and the option to rate their experience. Driver-partners benefit from flexible schedules, automated payments, and a rating system that ensures accountability and mutual respect.

Uber's integration of GPS, geolocation, and dynamic pricing revolutionized the hailing experience. Customers enjoy personalized services, choice of vehicles, and transparent pricing. The company's expansion into food delivery and logistics further diversifies its offerings, catering to evolving customer needs. Despite its success, Uber faces challenges regarding regulatory issues, legal allegations, and brand reputation. Scandals, including accusations of a toxic workplace culture, have led to public backlash and financial losses. Additionally, concerns about profitability, competition from rivals like Lyft, and the viability of self-driving technology raise questions about Uber's long-term sustainability. Uber's journey exemplifies how a customer-centric approach, coupled with technological innovation, can disrupt traditional industries. While facing significant challenges, Uber remains a dominant force in the transportation sector, poised for future growth and transformation under new leadership. However, addressing regulatory concerns, rebuilding trust, and sustaining profitability will be critical for Uber's continued success in the evolving market landscape.

Imagine you have been hired to be Uber’s Chief Experience Officer (CXO) to develop a diversification strategy. Your goal is to elevate the ride- sharing experience to attract both more qualified drivers and more customers.

**Questions for discussion:**

1. Identify Uber’s experience touchpoints from both the driver and the customer standpoints. What kind of service is provided by each touchpoint? Does it generate a positive or a negative ride- sharing experience?
2. Define Uber’s customer journey. How does Uber use technology, data, and other digital devices to offer an exceptional ride- sharing experience for both customers and drivers?
3. What are the advantages and disadvantages of each technology? Can you think of another form of technology Uber should use to differentiate itself from direct and indirect competitors?

[CO:04 | Application]