

Roll No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2018 [SET-A]

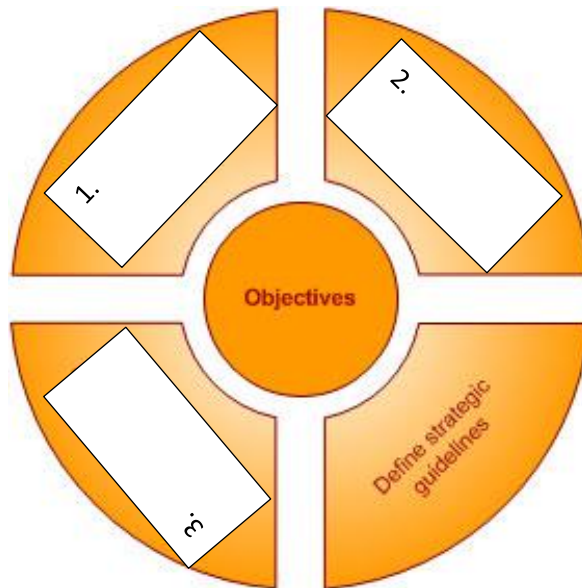
Program: MBA (PSM)
Subject (Course): Marketing Management
Course Code : MKTG7001
No. of page/s:

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

Section-A [1]
Attempt All the Questions: 20 Marks

A. Fill the Space / Blanks [marked 1-3] in the figure given below: [2 Marks Each]

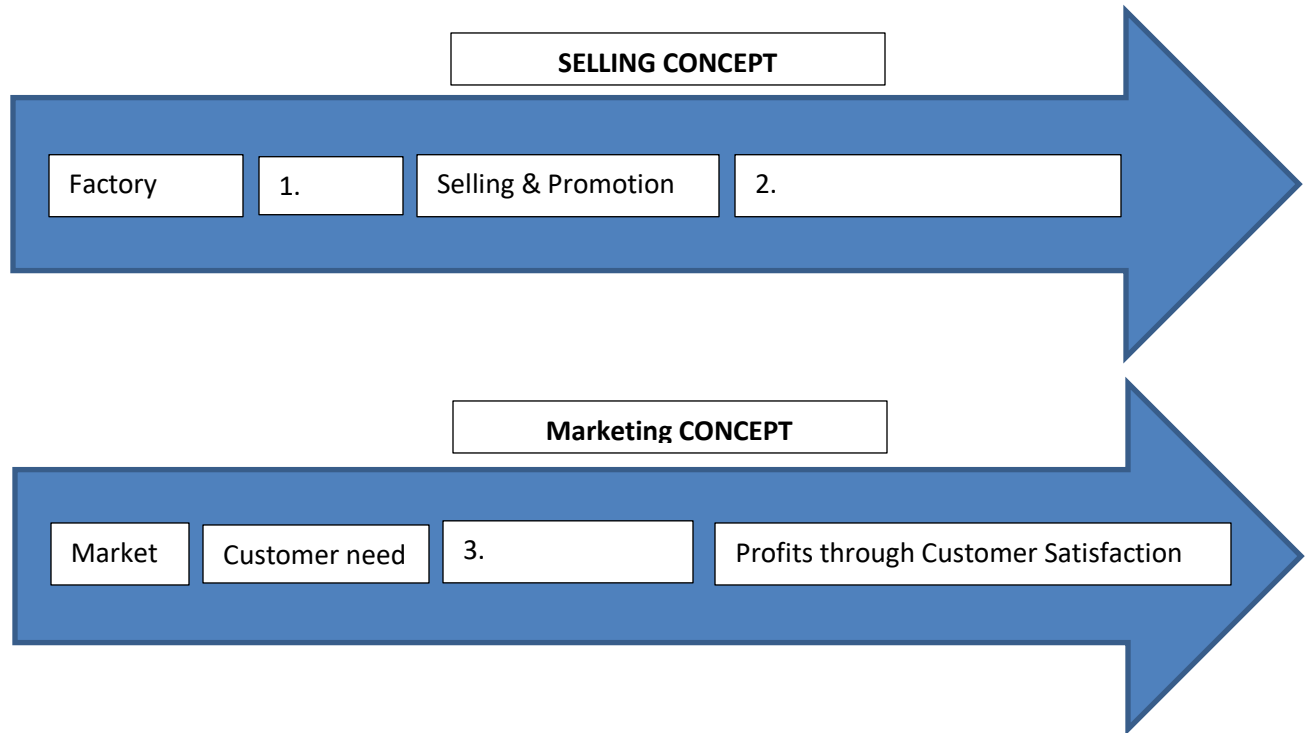
SCOPE OF MARKETING



B. Marketing Mix Includes 4 P's and 4C's. Name 4C's of the marketing Mix. [2 Marks Each]

i..... ii..... iii..... iv.....

C. Identify the Blanks [marked 1-3] in in the given Figure. [2Marks Each]



Section B: Attempt any 4 Questions [4x5 = 20 Marks]

Q2. 'The Idea of Marketing is expanding and getting increasingly Complex'. Do you agree or disagree, justify the given statement giving real life example.

Q3. Do you really think Marketing means 'Being Empathetic to Customer'? Justify.

Q4. Is it possible for the firm to go for un-segmented / un-targeted marketing? Discuss giving example.

Q5. Many public sector organizations in industries like civil aviation, banking, broadcasting, hospitality etc have adopted the marketing concept only when the changing marketing environment forced them to do so. Discuss the factors that derived such companies to adopt a marketing concept?

Q6. Dose the Marketing Mix creates a distinctive personality in the competitive market place & protect the company from the strongest competitors?

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

Q7. Customer estimate, which offer, will deliver the most value. Customers are value-maximizers, within the bounds of search costs & limited knowledge, mobility and income; they form an expectation of value

and act on it. Whether or not the offer lives up to the value expectation affects both satisfaction & repurchase probability.

In order to increase the probability of repurchase as a marketer establishes a relationship between the value and the cost proposition taking in consideration the determinants of customer-delivered value, diagrammatically.

Q8 Changes in demographics in the nature of human populations – means changes in markets. Hence, become important for the marketer to consider. Consider yourself as a consultant to the company in India. The company would like to understand the relevance of demographic study for its product positioning in the market.

Q9. 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?

Section D: Analytical / Situational / Case based:

Attempt all the questions [2x15 = 30 Marks]

CASE / SITUATIONAL:

Samsung: A Success Story in Branding Strategy:

January 2009 Edition

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 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.

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.

"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.

Finally...

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.

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.

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.

Questions: 10 Marks Each

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 relay thing Samsung did faced such challenge in the market? How do you suggest overcoming 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 had 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?

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UNIVERSITY OF PETROLEUM & ENERGY STUDIES

DEHRADUN

End Semester Examination- May 2018 [SET-B]

Program/course: MBA-PSM
Subject: MARKETING MANAGEMENT
Code : MKTG 7001
No. of page/s:7

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

Section A: Attempt all the Questions [2x10 = 20 Marks]

Q1a.) Which of the following is not a type of demand?

- i) Unwholesome demand
- ii) Latent demand
- iii) Positive demand
- iv) Negative demand

b) Generic competition means _____

c) AIDA model means _____

d) Three dimensions on the basis of which an SBU can be defined are?

- i) Customer needs, company infrastructure and technology
- ii) Customer needs, competition and technology
- iii) Customer needs, customer group and technology
- iv) None of the above

e) Low growth high market share describes the quadrant of?

- a.) Stars
- b.) Question marks
- c.) Cows
- d.) Dogs

f) Which of the following is not a part of strategy under instilling brand preference?

- a.) Feel good ads
- b.) Humor ads
- c.) Sex appeal ads
- d.) Fear appeal ads

g) Which of the following is not a sales promotion objective?

- i) Stimulate trial purchase
 - ii) Combat competitor strategy
 - iii) Stimulate larger purchase
 - iv) All of the above
- h.) Which of the following represents hierarchy of effects model correctly?
- a.) Awareness, knowledge, liking, conviction, preference, purchase
 - b.) Awareness, preference, knowledge, liking, conviction, purchase
 - c.) Awareness, liking, knowledge, preference, conviction, purchase
 - d.) Awareness, knowledge, liking, preference, conviction, purchase
- i) EDI means _____
- j.) Which type of distribution strategy is suitable for matured and convenience products?
- a.) Intensive distribution
 - b.) Exclusive distribution
 - c.) Selective distribution
 - d.) None of the above

SECTION – B
(4x5=20 Marks)

Attempt any four questions. Each question carries 5 marks.

- Q1. Explain different product life cycle shapes with the help of diagrams.
- Q2. What are Five M's of advertising? Explain each briefly.
- Q3. What are Porter's five competitive forces? Explain the significance of each force for marketing strategy.
- Q4. What is brand equity? Explain the components of brand equity with examples.
- Q5. What are product levels? Explain each level with example.

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

Q7. Videocon International Ltd. was one of the early entrants in Indian washing machine market. At the introductory stage, it used a very successful advertising campaign to sell the concept of the utility of

washing machines. “It washes, rinses, and dries” was the message used and gradually it added brand specific features to the advertisements. Human beings have a tendency to develop an opinion about objects depending upon the utility that they derive from the objects. Analyze the strategies used by white goods manufacturers in highlighting the utilitarian aspects of their products?

Q8. Customer estimate, which offer, will deliver the most value. Customers are value-maximizers, within the bounds of search costs & limited knowledge, mobility and income; they form an expectation of value and act on it. Whether or not the offer lives up to the value expectation affects both satisfaction & repurchase probability.

In order to increase the probability of repurchase as a marketer establishes a relationship between the value and the cost proposition taking in consideration the determinants of customer-delivered value, diagrammatically.

Q9. The people involved in buying of trillions of dollars’ worth of goods & services needed by business organizations are known as buying centers. Similarly, in case of consumer buying individuals play an important role in taking the decision and make the process of buying happen. Explain the roles of individual in case of consumer and business buying drawing similarity and difference in the buying roles?

Section D: Analytical / Case-let :

BIR SONS.

Bir group is a diversified group with interests in manufacturing, navigation, marine products, exports, hospitals and departmental stores. The group was initiated and expanded under the able Stewardship of Bhai Bir Singh (BBS) – a very hard workingman with a sharp acumen for business.

Till now the style of management has “Hands On” with most of the decision taken by gut feeling and the past experiences. For last quite a time, BBS has been quite bugged by the state of his business. Although, the business continues to be quite profitable – the profitability is not up to the expectations.

In the past few meetings with his core-tem of executives, he had shared the same. The entire corporate planning team (CPT) had gone on a brain storming session and concluded that some of the non-profitable businesses were pulling down the overall profitability of the group. Their analysis profiles the group as follows:

Bir group comprises three major divisions, namely –

Bir Industries.

Bir International.

Bir Sons.

Bir Industries has three SBUs under it:

1. **Bir Lamps** – a profit-making company, is among the major player in the market and commands a 25% market share in terms of value. The over all market is growing at a rapid pace with the boom in automobile sector, and hence requires a considerable amount of investment in the machinery and technology.
2. **Bir Machine Tools** – a cash rich company market which is leader in its field of cutting tools. Operating in a market with a steady market growth rate of about six percent
3. **Bir Tyres**- a minor player in a market crowded by MNC's and big names. The otherwise stagnant market has shown a slight growth in the present year, due to boom in the automobile sector.

Bir International

This division looks after the exports of the group and has two SBUs under it.

1. **Bir Marine Products**- a small player in a market largely dominated by the unorganized sector. The market is growing rapidly. Simultaneously, the increase in number of players has also shown a tremendous increase.
2. **Bir Exports**- a star trading house with an excellent international network. The unit is the main source of forex (foreign exchange) for the group. The market is growing at a moderate rate of 9%, making the unit cash rich day by day.

Bir sons.

The holding company of the group with certain SBUs directly under it.

1. **Bir Navigation**- a laggard in a market with a very slow growth. Once a major source of income for the group, the unit's profitability has shown a constant decline in the past five years.
2. **Bir Hospital & Bir Departmental stores**- are the two new ventures of the group. Pioneers in the concept of big industrial houses coming to these areas dominated by unorganized sector. The companies have still to break even, being in the first and second years of their operation.

Attempt both the Questions: 2x15 = 30 Marks

Q10A. You are required to help Bir Group in their reorganization efforts using the BCG Tool / Matrix diagrammatically.

Q10B. Help the Bir Group to reorganize its business house through your recommendations based on Strategies or combination of strategies.