

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2019

Course: Marketing Management (MKTG – 2001)

Semester: II

Program: BBA (FAS/CORE/AIS)

Time: 03 Hours

Max. Marks: 100


SECTION A

S. No.		Marks	CO
Q 1	Attempt all parts. All parts carry equal marks.	[20]	
i.	The _____ concept holds that consumers do not generally buy products. Therefore, marketers should focus on aggressive promotional efforts to attract customers. (a) Product (b) Selling (c) Production (d) Marketing	[2]	CO1
ii.	After purchasing a product, the customer evaluates it by comparing its expectations with _____. a) Brand Promise b) Preference c) Value d) Performance	[2]	CO1
iii.	Which is not a stage in the process of new product development: (a) Idea refinement (b) Idea screening (c) Test marketing (d) Concept development	[2]	CO1
iv.	The unique image of the product in customer's mind is called: (a) Brand Differentiation (b) Positioning (c) Product Mapping (d) Brand Image	[2]	CO1
v.	Rolls Royce uses which of the following distribution formats: (a) Intensive distribution (b) Selective distribution (c) Exclusive distribution (d) Open distribution	[2]	CO1
vi.	A price reduction to buyers who buy in large volumes is called: (a) Quantity discount (b) Cash discount (c) Seasonal discount (d) Trade discount	[2]	CO1
vii.	_____ reflects the sum of the perceived tangible & intangible benefits and costs to customer. (a) Customer satisfaction (b) Customer Value (c) Customer Delight (d) None of the above	[2]	CO1

viii.	If the aim of the promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of _____ in the promotional mix. (a) Advertising (b) Personal Selling (c) Publicity (d) Sales Promotion	[2]	CO1
ix.	All activities involved in selling goods or services for the purpose of resale or business use is termed as: (a) Wholesaling (b) Retailing (c) Direct marketing (d) Direct sale	[2]	CO1
x.	Which of the following is not an element of the marketing mx: (a) Distribution (b) Target Market (c) Product (d) Pricing	[2]	CO1
SECTION B			
	Attempt any <u>FOUR</u> questions.	[20]	
Q 2	“Corporate social responsibility (CSR) is an effective marketing tool.” Analyze the statement.	[5]	CO2
Q 3	Discuss the concept of Family brand and Corporate brand.	[5]	CO2
Q 4	Define Packaging. Explain the functions of Packaging.	[5]	CO1
Q 5	What do you mean by levels of distribution channel? Give examples.	[5]	CO1
Q 6	“Understanding consumer behaviour is the prerequisite for framing effective marketing strategies.” Explain.	[5]	CO2
SECTION-C			
	Attempt any <u>THREE</u> questions.		
Q 7	With the help of a well-labeled diagram, discuss the stages of Product Life cycle. Analyze the various marketing mix strategies to manage different stages of product in PLC. Give suitable examples.	[12]	CO3
Q 8	Discuss in brief the various pricing methods used by marketers. Suggest suitable pricing strategy for the following products: (a) Multiplex cinema hall (b) Mineral water bottle (c) New coffee shop (d) New domestic airline	[12]	CO2

Q 9	<p>The new Airline Vistara was launched on 9th January 2015. The airline is a joint venture between Tata Sons and Singapore Airlines. Now, it operates 730 flights a week across 22 domestic destinations in India. The airline offers business class, premium economy and economy class. Aviation Industry is facing tough competition. Major players include Jet Airways, Air India, IndiGo, SpiceJet etc.</p> <p>If you were to advise Vistara on market penetration, what would you advise? Should it reach out to all passengers or to a select few and if so, which and why? What should be its positioning?</p>	[12]	CO2/ CO3
Q 10	<p>A well-established and renowned Fitness Centre of Dehradun wants to find out who visit the fitness centre, how they evaluate the feature/services provided, their satisfaction level and also want them to suggest ways to improve service quality. Design a questionnaire for fitness centre accordingly.</p>	[12]	CO3
SECTION-D			
	Attempt all questions.		
Q 11	<p style="text-align: center;"><u>The Right Fit with the Right Face</u></p> <p>For those who think it is the popularity of a brand endorser, which sells the product, think again. What about the famous brand campaigns having faces like Paresh Rawal for Domino's, Parineeti Chopra for Kurkure, Harsha Bhogle for Sugar Free and Irfan Khan for Syska LED bulbs? All these are popular campaign having not-so-popular Brand Ambassadors. This clearly shows that campaigns work on ideas and not on celebrities. Most importantly, there needs to be a fit between the brand personality and what the brand is trying to be. Celebrities like Shahrukh Khan, Kareena Kapoor, Amitabh Bachchan and Sachin Tendulkar might add glamour to the product, but this might not be required for every brand. Hence, the brand should justify its Brand Personality and vice versa. For many brands, the fit is in semi-celebrities.</p> <p>Take the example of Domino's Pizza. The advertisement shows Paresh Rawal as a middle-aged Gujarati. Paresh Rawal's popular face is able to communicate the right expression to the people. There is excitement on his face for ordering a pizza, and the greed that he might get it free (if it is not delivered in 30 minutes). Hence, the right idea from the right endorser gets the consumer perked up. Similarly, Syska Electricals uses Irfan Khan as its ambassador for promoting its economic LED bulbs. With Irfan's</p>		

	<p>“common man” face, the communication gets catchier. Had it been Kareena in the same place asking people to buy LED bulbs for economic reasons, perhaps things would not have been accepted so easily. On the same lines, Sugar Free has Harsha Bhogle endorsing it, since he is seen as a person who is open, sophisticated, unbiased and incisive. Similarly, Parineeti Chopra harmonizes with the image of a bubbly homemaker who loves Kurkure.</p> <p>Call them what you may – second-rung celebrities, semi-celebs, low-aura celebrities – but over the years, they have consistently made their presence felt in commercials or endorsing brands compatible. What makes them ‘second-rung or semi-celebs’ is a lower media presence, sometimes a lower glamour quotient, less fame and a lower youth appeal compared to ‘top-rung celebrity endorsers’ such as Amitabh Bachchan, Shahrukh Khan, Sachin Tendulkar, Salman Khan and a handful of other big stars. Advertisers believe that different brand needs different emotional platforms. There are products that require glamour and there are products that do not. The brand communication strategy should encompass what do the company wants to talk about – the brand achievement, the brand persona, and how the company wants to take the brand ahead. Celebrities should be looked at in terms of what they are and what the brand is trying to be. All shows that a brand ambassador is not chosen for the sake of celebrity status. A good campaign seeks the right fit and the right face to match the idea and the brand persona.</p> <p>Questions:</p> <p>(a) What do you mean by Celebrity and Celebrity Endorsement? What factors should be taken into consideration while selecting the celebrity endorser for a product?</p> <p>(b) Discuss reasons for using celebrities in advertising campaigns?</p> <p>(c) Why advertisers prefer semi-celebrities over big names like Amitabh Bachchan or Shahrukh Khan?</p> <p>(d) Analyze the case and justify the term “The Right Fit with the Right Face?”</p>		
		[6]	CO4
		[6]	CO4
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SECTION A

S. No.		Marks	CO
Q 1	Attempt all parts. All parts carry equal marks.	[20]	
i.	The branding strategy which uses a different brand name for each product is known as: (a) Overall Family Branding (b) Line Family Branding (c) Individual Branding (d) Brand Extension	[2]	CO1
ii.	_____ includes all the activities involved in selling goods directly to final consumers for personal or non-business use. (a) Wholesaling (b) Retailing (c) Direct marketing (d) Direct sale	[2]	CO1
iii.	When the company has its goods sold in as many retail outlets as possible, the distribution is called as: (a) Selective (b) Exclusive (c) Open (d) Intensive	[2]	CO1
iv.	In the product mix pricing strategies, when the price is set for accessories along with the actual product, it is called as _____ pricing. (a) Product bundle (b) Optional product (c) Captive product (d) By-product	[2]	CO1
v.	The narrowly defined groups of customers who are searching for personalized and unique products and willing to pay even premium prices are known as: (a) Affluent Segment (b) Micro Segment (c) Niche Segment (d) Value Seekers	[2]	CO1
vi.	In the purchase of _____ goods, customer compares available alternatives based on suitability, quality, price and style. (a) Unsought (b) Specialty (c) Convenience (d) Shopping	[2]	CO1
vii.	_____ pricing is when prices are adjusted continually to meet the characteristics and needs of the individual customer and situations. (a) Psychological (b) Two Part (c) Dynamic (d) Captive Product	[2]	CO1

viii.	Which is the last stage in the process of new product development: (a) Test marketing (b) Business/Feasibility analysis (c) Marketing Strategies development (d) Commercialization of the product	[2]	CO1
ix.	The stage is the PLC that focuses on creating product awareness and trial is the: (a) Decline (b) Maturity (c) Introduction (d) Growth	[2]	CO1
x.	Rajeev Kapoor is a chef in a new downtown restaurant. He has sent out press release to the major local media and has invited food critics to dine in his restaurant. Rajeev is engaging in: (a) Public Relation (b) Personal Selling (c) Sales Promotion (d) Advertising	[2]	CO1
SECTION B			
	Attempt any <u>FOUR</u> questions.	[20]	
Q 2	Differentiate between marketing and selling.	[5]	CO1
Q 3	Define Sales Promotion. State the limitations of Sales Promotion.	[5]	CO1
Q 4	What do you mean by levels of distribution channel? Give examples.	[5]	CO1
Q 5	Why do some marketers feel that lifestyle segmentation is more appropriate than demographic segmentation in present scenario?	[5]	CO2
Q 6	Analyze the various factors that affect the pricing decision of a company.	[5]	CO2
SECTION-C			
	Attempt any <u>THREE</u> questions.	[30]	
Q 7	Briefly explain the various steps in the consumer decision-making process. What kind of buying behavior consumers display for following products: (i) Fruit Juice (ii) Fast Food (iii) Footwear (iv) Laptop	[10]	CO3
Q 8	“Consumers buy brands not products.” Discuss the importance of branding in the light of the above statement with suitable examples of your choice.	[10]	CO2
Q 9	Draw a well-labeled diagram of Product Life cycle. How do the 4Ps vary across various stages of the PLC? Analyze with the help of a suitable example.	[10]	CO1/ CO3

Q 10	<p>Explain the various segmentation bases used by marketers, with suitable illustrations. Suggest suitable segmentation basis for the following, giving reasons :</p> <p>(i) Renault Kwid (ii) Contact lenses (iii) Low calorie sweetener (iv) Amazon Prime</p>	[10]	CO3
SECTION-D			
	Attempt all questions.		
Q 11	<p>Water purification market in India is slowly becoming competitive with the introduction of Aquaguard in a big way. Pure-It and Kent are major brands, which have been in the market for the more than a decade. New brands are also entering the market. Aquapen, a pocket sized water purifier was launched in 2018 at a cost of Rs. 495. The product works on a 6V battery and has a LED indicator, which flashes every five seconds to indicate the product is operational. The purification process lasts for about 50 seconds. A battery lasts for about 5000 glasses. The company planned to retail the product at around 50,000 outlets and had planned an advertising budget of Rs. 5 crores. Taking into account, the other brands in this market, formulate a marketing plan for Aquapen addressing the following issues:</p> <p>(a) Specify the target segment you would select for Aquapen. (b) What will be its positioning? (c) Identify the media strategy to reach out to the target segments. (d) Comment on the distribution strategy.</p>	[20]	CO4
Q 12	<p>What are the major functions of Promotion? A multinational FMCG company appointed you as Marketing Manager for a new range of “Chewing Gum” about to be launched in Indian markets. Chewing gum will be available nationwide in orange, mint and strawberry flavour. Suggest your own brand name and specify the target markets. Design a suitable branding and promotional mix strategy for the product.</p>	[10]	CO1/ CO4