

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: Marketing Management
Course Code: MKTG 2001
Program: BBA (Foreign Trade) & (E-Business)
Time: 03 Hours
Instructions: Given in each section

Semester: II

Max. Marks: 100

SECTION A
(Attempt All)

(3 x 10 = 30)

Q.1.	Fill in the blanks.	Marks	CO
(a)	_____ is the consumer's estimate of the product's capacity to satisfy their requirements.	(3)	CO1
(b)	_____ constitute the bulk of most countries' production and marketing efforts.	(3)	
(c)	Exchange is the act of _____.	(3)	
(d)	A _____ is an offering from a known source.	(3)	
(e)	_____ channels deliver and receive messages from target buyers.	(3)	
(f)	The _____ consists of actors and forces of the organization that affect management's ability to build and maintain relationships with target customers.	(3)	
(g)	_____ represents the percentage of an industry, or market's total sales, that is earned by a particular company over a specified time period.	(3)	
(h)	A consumer's buying behavior is influenced by _____.	(3)	
(i)	A _____ is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.	(3)	
(j)	_____ is the service or benefit the customer is really buying.	(3)	

SECTION B
(Attempt all)

(5 x 6 = 30)

		Marks	CO
Q.2.	Discuss unstated needs of customer with one example.	5	CO2
Q.3.	Summarize selling orientation.	5	
Q.4.	Summarize reference groups influencing consumer behavior.	5	
Q.5.	Summarize product classifications based on durability and tangibility.	5	
Q.6.	Discuss Distribution Channels in marketing.	5	
Q.7.	Discuss pull strategy.	5	

SECTION-C
(Attempt All)

(40)

		Marks	CO
Q.8.	<p>Marketing and Distribution of Mushroom Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms.</p> <p>Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore.</p> <p>Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market.</p> <p>Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.</p>	<p style="text-align: center;">(10)</p> <p style="text-align: center;">(20)</p> <p style="text-align: center;">(10)</p>	CO3
(a)	Discuss the customers on which Sachin and Virag should focus to increase their sales. Support your answer.		
(b)	How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?		
(c)	What would be your suggestions for distribution channel for mushrooms?		

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SECTION A
(Attempt All)

(3 x 10 = 30)

Q.1.	Fill in the blanks.	Marks	CO
(a)	_____ is the act of obtaining a desired product from someone by offering something in return.	(3)	CO1
(b)	As economies advance, a growing proportion of their activities focuses on the production of _____.	(3)	
(c)	_____ channels display, sell or deliver the physical product or service(s) to the buyer or user.	(3)	
(d)	_____ includes all the actual and potential rival offerings and substitutes a buyer might consider.	(3)	
(e)	_____ consists of actors close to the company that affect its ability to serve its customers.	(3)	
(f)	_____ is a group that has an interest in or impact on an organization's ability to achieve its objectives.	(3)	
(g)	_____ _____ is the percentage of customers who named the competitor in responding to the statement, "Name the first company that comes to mind in this industry."	(3)	
(h)	A company's positioning and differentiation strategy must change as the product, market and competition change over the _____ _____.	(3)	
(i)	_____ _____ is that product which exceeds the customer expectations.	(3)	
(j)	Strategic planning process starts with defining the _____ _____.	(3)	

SECTION B
(Attempt All)

(5 x 6 = 30)

		Marks	CO
Q.2.	Discuss real needs of customer with one example.	5	CO2
Q.3.	Summarize marketing orientation.	5	
Q.4.	Discuss what influences consumer behavior.	5	
Q.5.	Summarize shopping goods and specialty goods.	5	
Q.6.	Discuss push strategy.	5	
Q.7.	Summarize channel member functions.	5	

SECTION-C
(Attempt All)

(10 x 4 = 40)

		Marks	CO
Q.8.	<p>Indian Refrigerator Market India's Refrigerator market estimated at Rs. 2750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions.</p> <p>As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market.</p> <p>Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling; now the systems is exchange for old “bring your old refrigerator and take a new one with many gifts”.</p> <p>A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand.</p> <p>Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets.</p> <p>Electrolux strategy is customisation of market, with special attention to the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%.</p> <p>The market shares of the major players are as follows:</p> <ul style="list-style-type: none"> • Godrej 30% • Videocon 13% • Kelvinator 12% • Allwyn 10% • Voltas 5% • Whirlpool 27% • Daewoo 1% • L.G 1% • Others 1% <p>(a) Could the refrigerator market be segmented on geographical base planned by Electrolux?</p> <p>(b) What would be the marketing mix for rural market?</p> <p>(c) Would 125 L and 150 L models be an ideal choice to launch in rural market?</p>	<p align="center">(10)</p> <p align="center">(20)</p> <p align="center">(10)</p>	<p align="center">CO3</p>