

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2019

Course: Marketing Management / MKTG 7001/ SET-A

Semester: II

Programme: MBA-AVM/PSM

Time: 03 hrs.

Max. Marks: 100

Instructions: Mention your Name & Roll No on the Top of the QP.

SECTION A : Choose the correct Ans [2x10=20 Marks]

Q 1	Attempt all of them:	Marks	CO
i	<p>Product planners need to consider the product on three levels. What is the most basic level that addresses the question: what is the buyer really buying?</p> <p>1. Core product 2. Augmented product 3. Potential Product</p>	2	CO1
ii	<p>Ramesh, an owner of Auto spares parts having its operations spread all across India through its Business Partners, Sitting with its core team in the meeting room discussing the marketing strategies. The people in the team were of the view that consumers prefer spares that are widely available for their vehicles and are in-expensive in nature? The team member were referring to _____</p> <p>1. Production Concept 2. Marketing Concept 3. Product Concept</p>	2	CO1
iii	<p>In reference to the above discussion, where Ramesh and his Core Team were into the discussion couple of the members who were from Research and Development emphasized and stated that the consumer shall favor those products that offers quality, performance or innovative in nature rather just being inexpensive in the market. The members while discussing refers to _____</p> <p>1. Product Concept 2. Production Concept 3. Marketing Concept</p>	2	CO1
iv	<p>The Ramesh during the discussion was of the view that consumer and businesses, if left alone will ordinarily not buy enough of the organization's products. The Company must therefore undertake aggressive promotional and selling efforts for increasing the turnover of the company. The Ramesh being the owner of the company was laying emphasis on _____</p>	2	CO1

	1. Sales concept 2. Promotional Concept 3. Marketing Concept		
v	<p>During the discussion Ramesh also had a discussion with its strategic team and wanted to know the exact position of Company in the market. The strategic team revealed that some of the Products of the company are ruling the market, although the more, the growth of the market since couple of years has shown decline in growth? The team identified the position of the business as _____</p> <p>1. Cash Cow 2. Star 3. Dog</p>	2	CO1
vi	<p>To remain competitive in the market and sustain the ongoing trend, Rames suggested the company's strategy regarding sales team that sales persons shall contact the customers from time to time and seek suggestions about the improved product use. Ramesh basically wanted sales team to adopt _____ approach.</p> <p>1. Proactive Marketing 2. Accountable Marketing 3. Reactive Marketing</p>	2	CO1
vii	<p>Arvind Mills, a famous name in the world of fabrics, wanted to introduce totally new range of products that is going to appeal various customer segment. For the purpose the CMD of the company wants to know most fundamental determinants of person's wants and behavior. To conclude the study, the marketing team identified the segment based on _____</p> <p>1. Culture 2. Subculture 3. Social Class</p>	2	CO1
viii	<p>While conducting the survey for Arvind Mills the research team came across the fact that there exist groups with shared values, emerged out of their special life experiences or circumstances. Such types of groups can be categorized under _____</p> <p>1. Sub-Culture 2. Culture 3. Social Class</p>	2	CO1
ix	<p>The Research Team while conducting the survey for Arvind Mills Ltd also studied that in case if the customer is satisfied with the product, shall buy the product / brand again and again. The customer behavior studied under such a circumstances, can be classified as _____</p> <p>1. Routinized [RPS] 2. Limited [LPS] 3. Extensive [EPS]</p>	2	CO1
x	<p>The persons enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies towards some idea or object is known as _____</p>	2	CO1

	1. Attitude	2. Belief	3. Perception		
SECTION B : Attempt any 5 Questions [5x10 = 50 Marks]					
Q 2	CEO of Air Asia, in the meeting with its strategic consultant is trying to understand the position of the company at its product level in the market for moving ahead and gain a competitive advantage in the market. As a consultant discuss the position of the company focused on generic strategies that the company may adopt to gain competitive advantage in the market? Discuss the steps that you would like to suggest to the company to move ahead having adopted the chosen strategy?			10	CO1, CO2
Q3	Price and Differentiation Routes cannot Remain Exclusive. Justify the statement giving examples.			10	CO1, CO2. CO3
Q4	Reference to the Case ‘The Package War : Fedex Vs UPS’, trace the evaluation / revaluation of the express package business. What are the key periods of change, and how does the basis of competitive advantage changed over time?			10	CO2,C O3,CO 4
Q5	Reference to the case ‘Singapore International Airlines: A Strategy with Smile’, SIA has built a storied reputation for excellence in customer service, attention to detail and a progressive stance in designing strategy. At the same time increasing incidences of Alliances in the Aviation Industry did rose new questions for SIA to sustain its business. How do you think that the case focused on multi-pronged effort at SIA to build competitive advantage and the set of issue revolving around an impeding alliance with Virgin Atlantic Airways?			10	CO2,C O3,CO 4
Q6	Reference to the Case ‘Air Deccan: Changing the Face of Indian Aviation’, There were two State Controlled Airlines in India in April 2003, Indian Airlines and Air India, operating since 1953. In 1995, the federal government issued license to private full service carriers out of which only two survived. Air Travel has been a fantasy for Indian. How Air Deccan did broke the Barriers of perception and led to a change of expectations, triggering a democratization of travel? How did the case highlight the conducive ecosystem in India that fueled the opportunity for Low Cost Carriers?			10	CO2,C O3,CO 4
Q7	Reference to the Case ‘Make My Trip’, the company was launched in US in 2000 with an objective to cater to niche US to India travel market. The company survived the dotcom burst and 9/11 tragedy and did break even in 2002 with its strategic survival. Amidst of all odds and the competition in the market how did MMT Sustained its business successfully based on its Value propositions offerings to its customers, Positioning Strategy, Media Selection and Viral Campaigns?			10	CO2,C O3,CO 4
SECTION-C: Analytical / Situational / Case based Attempt all the questions [30 Marks]					

CASE:
Q8

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

	<p>This division looks after the exports of the group and has two SBUs under it.</p> <ol style="list-style-type: none"> 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. 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. <p>Bir sons.</p> <p>The holding company of the group with certain SBUs directly under it.</p> <ol style="list-style-type: none"> 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. 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. 		
Q8A	You have to help Bir Group in their reorganization efforts using Business-Portfolio analysis matrix, plotting each of the business on the graph that the group is having at present based on their characteristics.	10	CO2, CO3, CO4
Q8B	You are required to give the recommendations to the companies, based on the strategic moves or combinations of strategies that the group may have for each of the SBU's placed in each of the quadrant of the decision matrix?	10	CO3, CO4,
Q9 Analytical / Situational	<p>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.</p> <p>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.</p>	10	CO2, CO3, CO4

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Q 1	Attempt all of them:	Marks	CO
i	Marketing is all about creating, communicating & delivering	2	CO1
ii	In today's world, customers buy benefits / services / solutions & not	2	CO1
iii	The components of mega / micro – environment are discussed in a sequence known as Analysis	2	CO1
iv is the management task concerned with the growth and future of a business enterprise.	2	CO1
v	Defining the business correctly, is a prerequisite for selecting the right and steering the firm on the correct path.	2	CO1
vi is a group of related businesses that can be treated as a unified entity for the purpose of strategic planning.	2	CO1
vii	Lifestyle, attitudes, self-concept, concern about status, value-system, beliefs etc, represents behavior of the consumer	2	CO1
viii	The business buyer is governed mostly by motives.	2	CO1
ix	Strong are major assets for companies	2	CO1
x plays a pivotal role in value delivery	2	CO1

SECTION B : Attempt any 5 Questions [5x10 = 50 Marks]

Q 2	CEO of Air Asia, in the meeting with its strategic consultant is trying to understand the position of the company at its product level in the market for moving ahead and gain a competitive advantage in the market. As a consultant discuss the position of the company focused on generic strategies that the company may adopt to gain competitive advantage in the market? Discuss the steps that you would like to suggest to the company to move ahead having adopted the chosen strategy?	10	CO1, CO2
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Q3	An organization has to integrate & coordinate carefully all / many communication channels to deliver a clear consistent and compelling message about itself and its products leading to the purchase response from the customers, resultant of the long consumer decision- making process. In such a situation marketing communicator needs to know where the target audience now stands and to what stage it need to be moved? Being, the consultant to the company you are supposed to make the marketing team of the company understand the Buyer-readiness stages and the role that a marketer has to play to facilitate the process of buying with the help of examples.	10	CO1, CO2. CO3
Q4	Reference to the Case ‘The Package War : Fedex Vs UPS’, trace the evaluation / revaluation of the express package business. What are the key periods of change, and how does the basis of competitive advantage changed over time?	10	CO2,C O3,CO 4
Q5	Reference to the case ‘Singapore International Airlines – A strategy with Smile’, discussed during the session revealed that the company created the bench marks for the industry to operate through its remarkable service innovations, pioneered by SIA. Discuss as to how the company enjoyed its success over the extended period of time based on its key competencies, created and sustained?	10	CO2,C O3,CO 4
Q6	Reference to the Case ‘Air Deccan: Changing the Face of Indian Aviation’, There were two State Controlled Airlines in India in April 2003, Indian Airlines and Air India, operating since 1953. In 1995, the federal government issued license to private full service carriers out of which only two survived. Air Travel has been a fantasy for Indian. How Air Deccan did broke the Barriers of perception and led to a change of expectations, triggering a democratization of travel? How did the case highlight the conducive ecosystem in India that fueled the opportunity for Low Cost Carriers?	10	CO2,C O3,CO 4
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Q8B	You are required to give the recommendations to the companies, based on the strategic moves or combinations of strategies that the group may have for each of the SBU's placed in each of the quadrant of the decision matrix?	10	CO3, CO4,
Q9 Analytical / Situational	'Enterprises that understand and embody the vital component of customer focus can move ahead in a way that makes it difficult for others to catch up. A reinforcing mechanism enhances revenues while lowering cost, giving such companies the potential for sustained growth'. Discuss in the light that there is a shift in Business Approach from traditional to customer focus? Also discuss how successful companies are maximizing customer spending at lower delivered cost?	10	CO2, CO3, CO4