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**UNIVERSITY OF PETROLEUM &
ENERGY STUDIES**

End Term Examination – May, 2017



Program/course: BBA (Oil & Gas)
Subject: Marketing management
Code : BBCM 151
No. of page/s: 02

Semester – 2nd
Max. Marks : 100
Duration : 3 Hrs

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

Q1. True/False:

- i. Market segmentation is the development of new markets.
- ii. Socio-economic traits are behavioral characteristics used for market segmentation.
- iii. The marketing management process consists of (1) planning marketing activities, (2) directing the implementation of the plans, and (3) controlling these plans.
- iv. A target market consists of a group of consumers who are usually quite different.
- v. The mass marketing approach is more production-oriented than marketing-oriented.
- vi. The four "Ps" are Product, Promotion, Price, and Personnel.
- vii. Personal selling and advertising are both forms of sales promotion.
- viii. Implementation means putting the marketing plan into operation.
- ix. A "market development" opportunity would involve a firm offering new or improved products to its present markets.
- x. A marketing strategy specifies a target market and a related marketing mix.

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

- Q2. Name and describe the types of costs marketers must consider when setting prices.
- Q3. Define sales promotion and discuss its objectives.
- Q4. How can companies make effective use of blogs?
- Q5. Explain how the mix of different retailer types is changing and the current trends in this regard

Section C: Attempt any 2 Questions [out of 3] [2x15 = 30 Marks]

- Q6. What decisions must be made once a company decides to go ahead with commercialization for a new product?
- Q7. What factors does a company need to consider when responding to a competitor's price change?
- Q8. Describe the key functions of marketing channel members. How do they assist the overall process of distribution between manufacturers and consumers?

Section D: Analytical / Situational / Case based:

Q9. Attempt all the questions [2x15 = 30 Marks]

CASE: Unrealistic Bodies

With more than a third of American children and adolescents overweight, you would think that Mattel's slender Barbie doll would be a good role model for little girls. Not so, according to some critics. If Barbie was a real woman, she would have less than 17 percent body fat, a neck too thin to hold her head up, a waist too small to house a full liver and intestines, and ankles and feet too tiny to walk. One group of researchers estimated the likelihood of a woman having Barbie's body at one in 100,000. Yet some women strive for impossible bodies, with more than 20 million suffering from eating disorders such as anorexia and bulimia.

Other research has shown that 40 to 60 percent of preadolescent girls are concerned about their weight, and almost 70 percent of elementary-aged girls who read magazines say the pictures of thin models influence their perceptions of an ideal weight.

Statistics like these cause consumer advocacy groups such as the Campaign for a Commercial-Free Childhood (CCFC) to call for action, especially when targeting young girls. For example, the CCFC is concerned about Mattel's Barbie Be Anything, Do Everything partnership with the Girl Scouts, in which Daisy and Brownie scouts (that is, kindergarten through third graders) can play an interactive game on the Girl Scouts' Web site and earn Barbie participation badges to wear on their uniforms.

- i. Do you think it is wrong for Mattel and other doll manufacturers to market dolls with unrealistic body proportions to young girls? Explain why you think that way.
- ii. Discuss other examples of marketers targeting females with unrealistic body concepts. Give an example of a company that is countering this trend by offering dolls that are more realistic for young girls.