

Name:	
Enrolment No:	

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

Course: Marketing Management / MKTG 7001/ SET-B **Semester: I**
Programme: MBA-OG/General Mgt **Max. Marks: 100**
Time: 03 hrs.

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	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	May 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? What are the factors that drive companies to adopt a marketing concept?	10	CO2,C O3,CO 4
Q5	The Success of marketers depends on how they develop their prospective customers into advocates of their products & services. Explain the customer development process that an apparel retailer like pantaloons can adopt to develop its customer relations?	10	CO2,C O3,CO 4
Q6	Indian Knitwear ltd wants to expand its presence to other countries like Nepal, Bhutan and Srilanka. However, the CEO of the company Wants to be cautious and does not want to commit huge funds to set up facilities in those countries. What would be the best entry strategy that Indian Knitwear can adapt to expands its business. What are the advantages and disadvantages of that Strategy?	10	CO2,C O3,CO 4
Q7	XYZ, company entered in Indian market targeting the high end segment consisting of customer driving cars of the brand Sakoda, Honda, Kia, Mercedes etc for selling its synthetic Lube oil costing RS 1100 per liter but to its surprise, the company found that it was not getting enough volumes from the segment and failed to identify the proper Segment Characteristics. You are required to Help the company to identify the Segment Characteristics as marketer, required to study before choosing a target market segment?	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		
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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.

	<p>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.</p> <p>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.</p> <p>Bir sons.</p> <p>The holding company of the group with certain SBUs directly under it.</p> <p>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.</p> <p>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.</p>		
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	'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