

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination (Online) – June, 2021**

**Program: B.Com(H)-BMI, B.Com(H)-Taxation**  
**Subject/Course: Marketing Management**  
**Course Code: MKTG2001**

**Semester : II**  
**Max. Marks: 100**  
**Duration : 3 Hours**

**Instructions:**

1. The student must write *his/her name and enrolment no.* in the space designated above.
2. Section A: **Type the Answer** question type. Students while answering will be shown a **text box** to type their answers
3. Section C & D: **Scan and Upload** question type. students are expected to write on a **plain white A4 answer** sheets and upload the snapshot of the answer
4. **STUDENTS ARE REQUIRED TO MENTION THEIR NAME, ROLL NO & PROGRAM ON EACH SHEET**
5. Students are expected to *mention correct question numbers* while answering them on Plain white A4 Answer Sheet.

**Note : Attempt All Sections**

	<b>Section-A</b> <b>Each question carries 5 marks</b> <b>Instruction: Choose the correct answer/Complete the statement</b>	<b>CO</b>
Q.1	A service provider believes in recruiting the right people, placing them in the right place, and providing the right facilities for work. It even arranges for the basic education for the children of the employee. Which of the following areas does the firm seek to emphasis on? a) Change Management b) Customer attraction and retention c) Corporate Image d) Employee retention and motivation.	CO1
Q.2	MNCs like Honda Motor Co. and Wal-Mart stores have created programs to work closely with their suppliers to support them in cost reduction and quality improvement. This illustrates the importance of an efficient _____. a) Business portfolio b) Low-cost operator c) Product mix d) Value delivery network e) Value Chain	CO1
Q.3	Researchers found that a number of well-known brands tended to be	CO1

	<p>strongly associated with one particular trait, such as Jeep with "ruggedness." Which of the following terms would a marketer use to describe a specific mix of human traits that may be attributed to a particular brand?</p> <p>a) Brand perception b) Product image c) Brand personality d) Brand concept e) Brand equity</p>	
Q.4	<p>Eves parlor's customers have noticed that the quality of a haircut depends on who provides it as well as when, where, and how it is provided. What have the customers noticed?</p> <p>a) Service intangibility b) Service inseparability c) Service variability d) Service perishability e) Service distinction</p>	CO1
Q.5	<p>FedEx offers its customers quick and reliable package delivery. When FedEx customers compare these benefits against the monetary cost of using FedEx along with any other costs of using the service, they are acting upon _____.</p> <p>a) Loyalty b) Relationship marketing c) Customer-perceived value d) Social relationships e) A societal marketing campaign</p>	CO1
Q.6.	<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>a) Culture b) Subculture c) Social Class d) Sub Class</p>	CO1
	<p><b>Section-B</b></p> <p><b>Each question carries 10 marks</b></p> <p><b>Instruction: Write short/brief notes</b></p>	
Q7.	Giving at least three examples explain niche marketing.	CO2
Q8.	With the help of diagram explain Goods/Services continuum. Give examples of at least two products and services from the areas of (a) Tangible goods (b) Tangible goods accompanied by services (c) Goods and services in equal measures (d) Pure service.	CO3
Q9.	In 1991, Hindustan Ciba-Geigy launched Cibaca-Lime toothpaste.	CO2

	<p>However, despite of the 14 genuine herbal ingredients, the product failed. While people like lemon flavor in food, when it come to brushing, the citrus taste jarred the teeth. Similar is the case with other products that faced a major defeat while on the day of launch.</p> <p>Illustrate the factors that contributes to the product failure?</p>	
Q10.	<p>Taking example of Tata Nano describe the process of new product development.</p>	CO3
Q11.	<p>Pick a category basically dominated by two main brands. Evaluate the positioning of each brand. Who are their target markets? Have they defined their positioning correctly? How might it be improved?</p>	CO4
	<p style="text-align: center;"><b>Section-C</b></p> <p><b>Attempt any one, question carries 20 marks</b></p> <p><b>Instruction: write long answer</b></p>	
Q12.	<p>Cadbury’s already claims a 70% share in value terms of the Indian chocolates market, pegged at around Rs 50 million (22,000 tonnes per annum in volume terms), of which 5% is the premium segment. Why launch in the midst of an FMCG slowdown? The management of the company feels that one way to beat the slowdown is to keep track of evolving consumer needs and bring out a product to meet those needs.</p> <p>Discuss the positioning strategies of Cadburys.</p> <p style="text-align: center;">OR</p> <p>As more firms practice relationship marketing and develop customer databases, privacy issues are emerging as an important topic. Consumers and public interest groups are scrutinizing— and sometimes criticizing—the privacy policies of firms and raising concerns about potential theft of online credit card information or other potentially sensitive or confidential financial information. Others maintain online privacy fears are unfounded and that security issues are as much a concern offline. They argue that the opportunity to steal information exists virtually everywhere, and it’s up to consumers to protect their interests. Do you believe ‘Privacy is a bigger issue online than offline’ or ‘Privacy is no different online than offline’? Explain.</p>	CO4