



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2022

Course: Marketing Management

Program: BBA-LLB (H)

Course Code: MKTG 1004

Semester: I

Time: 03 Hours

Max. Marks: 100

SECTION A

5Qx2M = 10Marks

S. N.		Marks	CO
Q 1 (i)	If demand is elastic rather than inelastic, sellers will consider: a) Lowering their price b) Raising their price c) Acquiring competitors as a means of avoiding price competition d) Maintaining the status quo	2	CO1
(ii)	The term marketing mix describes _____. a) A composite analysis of all environmental factors inside and outside the firm. b) A series of business decisions that aid in selling a product. c) The relationship between a firm's marketing strengths and its business weaknesses. d) A strategic combination of four elements of marketing to satisfy target market.	2	CO1
(iii)	Which of the following is TRUE? a) Information search comes before decision, but after need identification. b) Need identification comes after information search, but before decision. c) Need identification comes after decision, but before purchase. d) Evaluation of alternatives comes after Need identification, but before information search.	2	CO1
(iv)	Which one of the following statements by a company chairman best reflects the marketing concept? a) We believe that the marketing department must organize to sell what we produce. b) We try to produce only high quality and technically efficient products c) We have organized our business to satisfy the customers' needs. d) We try to encourage company growth in the market	2	CO1
(v)	Intermediaries typically perform all of the following functions, except: a) Breaking down bulk b) Making goods locally available c) Providing expert local market knowledge d) Creating direct communication from the customer to manufacturer	2	CO1

SECTION B 4Qx5M = 20 Marks			
Q2	Why do some marketers feel that psychographic segmentation is more appropriate than demographic segmentation in present scenario?	5	CO2
Q3	“Distribution channels and their functions are unnecessary in modern technology-driven business scenarios.” Do you agree? Explain.	5	CO2
Q4	Differentiate between Advertising and Sales Promotion.	5	CO2
Q5	With the help of suitable examples, describe the concept of family brand and corporate brand.	5	CO2
SECTION-C 2Qx10M = 20 Marks			
Q6	“Marketers must monitor the stage of product in Product lifecycle and changing nature of market competition in order to frame effective marketing mix strategies.” Substantiate this statement and explain marketing mix strategies in various stages of PLC. Give examples.	10	CO3
Q7	Discuss in brief the various pricing methods used by marketers. Suggest suitable pricing strategy for the following products: <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>(a) Organic food products</p> <p>(c) New OTT platform</p> </div> <div style="width: 45%;"> <p>(b) Mineral water bottle</p> <p>(d) New Online EduTech Platform like BYJU’s</p> </div> </div> <p style="text-align: center;">OR</p> <p>Consider the following brands, discuss the extendibility of each:</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>(a) Harley-Davidson</p> </div> <div style="width: 30%;"> <p>(b) Red Bull</p> </div> <div style="width: 30%;"> <p>(c) Netflix</p> </div> </div>	10	CO3
SECTION D 2Qx25M = 50 Marks			
Q8	(a) You are a Digital Brand Manager for a company marketing fashion accessory, and you would like the approval of senior management for investment in Instagram influencer advertising instead of traditional television advertising. You have fifteen minutes to present your argument to the board. Outline your justifications and action plan for Instagram influencer advertising.	10	CO4

	<p>(b) “Product positioning is the process of deciding and communicating how a company wants its target customers to think and feel about its product.” Analyze this statement with the help of examples. Explain the positioning of the following brands/products:</p> <p>(i) Royal Enfield (ii) LinkedIn (iii) Tesla (iv) One Plus Mobile</p>	15	CO4
Q9	<p>Read the case carefully and answer the questions given at the end:</p> <p style="text-align: center;"><u>The Right Fit with the Right Face</u></p> <p>For those who think it is the popularity of a brand endorser, which sells the product, think again. What about the famous brand campaigns having faces like Paresch Rawal for Domino’s, Parineeti Chopra for Kurkure, Harsha Bhogle for Sugar Free and Nawazuddin Siddiqui for Cars24? All these are popular campaigns having not-so-popular Brand Ambassadors. This clearly shows that campaigns work on ideas and not on celebrities. Most importantly, there needs to be a fit between the brand personality and what the brand is trying to be. Celebrities like Shahrukh Khan, Alia Bhatt, Amitabh Bachchan, and Virat Kohli might add glamour to the product, but this might not be required for every brand. Hence, the brand should justify its Brand Personality and vice versa. For many brands, the fit is in semi-celebrities.</p> <p>Take the example of Domino’s Pizza. The advertisement shows Paresch Rawal as a middle-aged Gujarati. Paresch Rawal’s popular face can communicate the right expression to the people. There is excitement on his face for ordering a pizza, and the greed that he might get it free (if it is not delivered in 30 minutes). Hence, the right idea from the right endorser gets the consumer perked up. Similarly, Cars24 uses Nawazuddin Siddiqui as its ambassador for promoting its second-hand Cars. With Nawazuddin’s “common man” face, the communication gets catchier. Had it been Alia Bhatt in the same place asking people to buy a second-hand car for economic reasons, perhaps things would not have been accepted so easily. On the same lines, Sugar Free has Harsha Bhogle endorsing it, since he is seen as a person who is open, sophisticated, unbiased, and incisive. Similarly, Parineeti Chopra harmonizes with the image of a bubbly homemaker who loves Kurkure.</p> <p>Call them what you may – second-rung celebrities, semi-celebs, low-aura celebrities – but over the years, they have consistently made their presence felt in commercials or endorsing brands compatible. What makes them ‘second-rung or semi-celebs’ is a lower media presence, sometimes a lower glamour quotient, less fame and a lower youth</p>	25	CO4

appeal compared to ‘top-rung celebrity endorsers’ such as Amitabh Bachchan, Shahrukh Khan, Virat Kohli, Salman Khan, and a handful of other big stars. Advertisers believe that different brands need different emotional platforms. There are products that require glamour and there are products that do not. The brand communication strategy should encompass what the company wants to talk about – the brand achievement, the brand persona, and how the company wants to take the brand ahead. Celebrities should be looked at in terms of what they are and what the brand is trying to be. All shows that a brand ambassador is not chosen for the sake of celebrity status. A good campaign seeks the right fit and the right face to match the idea and the brand persona.

Questions:

- (a) What do you mean by Celebrity and Celebrity Endorsement? What factors should be taken into consideration while selecting the celebrity endorser for a product?
- (b) Discuss reasons for using celebrities in advertising campaigns?
- (c) Why do advertisers prefer semi-celebrities over big names like Amitabh Bachchan or Shahrukh Khan?
- (d) Analyze the case and justify the term “The Right Fit with the Right Face?”