

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: B2B Auto Retailing

Semester: V

Programme: BBA (AM) BBDA105

Time: 03 hrs.

Max. Marks: 100

Instructions:

Section A: Multiple choice questions. Attempt all the questions (20x1=20 Marks)

Section B: Short answer type questions. Attempt any 4 Questions (out of 5) [4x5 = 20 Marks]

Section C: Long answer type questions. Attempt any 2 Questions [out of 3] [2x15 = 30 Marks]

Section D: Analytical / Situational / Case based: Attempt all the questions [2x15 = 30 Marks]

SECTION A

S. No.		Marks	CO
Q1	_____ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels. A. Push Strategy B. Pull Strategy C. Blocking Strategy D. Integrated Strategy	1	CO1
Q2	Goods that enter completely into manufacturing of product are classified as A. supplies services B. materials and parts C. capital items D. business services	1	CO1
Q3	Long lasting products that facilitate development of finished product is classified as A. capital items B. natural items C. farm items D. heterogeneous items	1	CO1
Q4	Groups in which industrial goods can be classified are A. capital items	1	CO1

	<p>B. business supply or service</p> <p>C. materials and parts</p> <p>D. all of the above</p>		
Q5	<p>Major categories of raw materials are included in</p> <p>A. farm and natural products</p> <p>B. component materials</p> <p>C. component parts</p> <p>D. installations and equipment</p>	1	CO1
Q6	<p>Repair items and operating supplies are classified as types of</p> <p>A. supplies and business services</p> <p>B. capital items</p> <p>C. materials and parts</p> <p>D. None of above</p>	1	CO1
Q7	<p>Marketing strategies are often designed to influence _____ and lead to profitable exchanges.</p> <p>A) Consumer decision making</p> <p>B) Sales strategies</p> <p>C) Advertising strategies</p> <p>D) Export strategies</p>	1	CO1
Q8	<p>One of the key tasks of marketers is _____ and to create consumer perceptions that the product is worth purchasing.</p> <p>A) To make products easily visible and available</p> <p>B) To promote sales of products</p> <p>C) To differentiate their products from those of competitors</p> <p>D) To do marketing surveys</p>	1	CO1
Q9	<p>_____ can influence the consumers' thoughts about products.</p> <p>A) Marketing and popularity</p> <p>B) Advertising, sales promotions, salespeople, and publicity</p> <p>C) Sales promotion, popularity, and marketing</p> <p>D) Billboards</p>	1	CO1
Q10	<p>If the purchase is for a high-involvement product, consumers are likely to develop a high degree of _____ so that they can be confident that the item they purchase is just right for them.</p> <p>A) Brand loyalty</p> <p>B) Society</p> <p>C) Product knowledge</p> <p>D) References</p>	1	CO1

Q11	Which of the following statements are incorrect? A) Services are intangible B) Services are perishable C) Services can be co-produced with customers D) Services are invariable	1	CO1
Q12	Services Marketing is an attractive field of study for India because: A) Services contribute to more than half of India's GDP B) Services are delivered by more than half of India's population C) Services are more important than agriculture and manufacturing D) All of the above	1	CO1
Q13	Servicescape refers to: A) service landscape B) service factory C) place where the service is delivered D) beautiful service landscape	1	CO1
Q14	Based on their field of application, manufactured goods can be classified as A) Primary, Secondary and Tertiary B) Consumer, Capital and Defense C) Essential, Market and Standard D) Primary, Luxury and Consumer	1	CO1
Q15	_____ helps in establishing the interchangeability of products A) Standardization B) Simplification C) Diversification D) Specialization	1	CO1
Q16	In which of the following type the manufacturing cost may go up A) Standardization B) Simplification C) Customization D) All of the above	1	CO1
Q17	The following is the Durability aspect(s) of a product A) Efficiency of the product B) Easy to understand C) Ease with which a product can be maintained D) All of the above	1	CO1

Q18	Marketing intelligence helps to gather A) data based on real happenings B) data based on results C) data based on raw materials D) data based on sales	1	CO1
Q19	Which of the following statement is true; A) Primary data can usually be obtained more quickly and at a lower cost than secondary data B) Marketing intelligence is the systematic collection and analysis of non public information about consumers, competitors and developments in the marketplace C) Marketing intelligence is the systematic collection and analysis of public available information about consumers, competitors and developments in the marketplace D) None of the above	1	CO2
Q20	Major sources of ideas for product development comes from A) internal sources B) external sources C) product lines extension D) Both A & B	1	CO1
SECTION B			
Q21	Describe the role of personal selling and highlight its main strengths and weaknesses.	5	CO2
Q22	Explain the difference between Push and Pull strategy of marketing companies. Give suitable example to suggest the better strategy out of these two as per your understanding.	5	CO3
Q23	Explain Industrial Product Life Cycle by giving a suitable example from Automobile sector.	5	CO2
Q24	Describe the various stages of new product development process.	5	CO2
Q25	Explain the role of segmentation for the marketing department of the company.	5	CO3
SECTION-C			

Q26	Describe how electronic purchasing has changed the B-to-B marketing process and discuss the advantages and disadvantages of electronic purchasing.	15	CO5
Q27	Distinguish between goods & services. Discuss, how do the services offered by an Auto Service Centre differ from those offered by a grocery store?	15	CO4
Q28	In B2B marketing, purchasing and selling becomes very sensitive as it always involves direct interaction between buyer and seller. Keeping this fact in mind, explain Organizational buying process in detail	15	CO4

SECTION-D

	<p>CUSTOMER SATISFACTION STILL MATTERS</p> <p>To many American travelers, airline quality is an oxymoron. Ted J. Kredir, director of hobby sales for Dallas-based trading card company, Pinnacle Brands, Inc., complains of frequent flight cancellations, late arrivals, and lousy food. To the surprise of skeptical passengers, the gripes aren't falling on deaf ears. After years of focusing on paring expenses, such major airlines as American, Delta, and Continental are stepping up their quality efforts. Cost-cutting "diverted our attention from the nuts and bolts of our business," concedes American Airlines Chief Executive Robert L. Crandall. "Our customers have noticed."</p> <p>American, which once dubbed itself the "on-time machine;" placed a dismal ninth among 10 carriers in on-time rankings for the third quarter of 1996. So Crandall told managers at the next meeting that leading all industry-quality ratings is their top job for 1997. An American spokesperson won't provide specifics, but says: "We're talking about a lot of operational things like customer comfort onboard airplanes."</p> <p>At Delta Air Lines, Inc., customer complaints have nearly doubled since 1994; CEO Ronald W. Allen blames the pursuit of lower costs. "In some cases we did cut too deeply," he says. Trans World Airlines, Inc., now in the cellar for on-time and customer complaint rankings by the Transportation Department, is getting the message too. After on-time arrivals dropped under 50% during the holidays and cancellations climbed, managers warned workers to get back to basics. Underscoring the quality drive is the stunning turnaround at Continental Airlines, Inc., where for two years CEO Gordon M. Bethune has hammered away at the theme. Once near the bottom of transportation rankings, Continental now has one of the best ratings for on-time performance, baggage handling, and customer complaints. And in 1996, they won the prestigious J.D. Power & Associates, Inc., award for the highest customer satisfaction on long-haul flights. Bethune claims to be grabbing marketing share among business travelers from American and others. "We've been kicking their butts," boasts Bethune. Jaded coach passengers, however, aren't expecting first-class treatment anytime soon. "The product is bad, and it's going to stay that way as near as I can tell," says Ed Perkins, editor of Consumer Reports Travel Letters. It's up to the airlines to prove such doubters wrong.</p>		
Q29	What risk do airlines take when all of them have the same goal-improving service quality?	15	CO5
Q30	Should the airlines focus on business travelers or consumers? Why?	15	CO5