

Name:

Enrolment No:

Program:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, January 2021**

**Course: Marketing Management / MKTG 7001**  
**Programme: MBA- DB-I.**

**Semester: I**  
**Time: 03 hrs**

**Max. Marks: 100**

**Read Instructions Carefully Before Attempting the Paper:**

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**.*

**SECTION A : Type the Answer [6x5=30 Marks]**

	<b>Attempt all of them: MCQ's / Fill in the Blank</b>	<b>Marks</b>	<b>CO</b>
Q1A	Product planners need to consider the product on three levels. What is the most basic level that addresses the question: what is the buyer really buying?  1. Core product                      2. Augmented product                      3. Potential Product	<b>2.5</b>	<b>CO1</b>
Q1B	Ramesh, an owner of Auto spares parts having its operations spread all across India through its Business Partners, Sitting with its core team in the meeting room discussing the marketing strategies. The people in the team were of the view that consumers prefer spares that are widely available for their vehicles and are in-expensive in nature? The team member were referring to _____  1. Production Concept                      2. Marketing Concept                      3. Product Concept	<b>2.5</b>	<b>CO1</b>
Q2A	In reference to the above discussion, where Ramesh and his Core Team were into the discussion couple of the members who were from Research and Development emphasized and stated that the consumer shall favor those products that offers quality, performance or	<b>2.5</b>	<b>CO1</b>

	<p>innovative in nature rather just being inexpensive in the market. The members while discussing refers to _____</p> <p>1. Product Concept                      2. Production Concept                      3. Marketing Concept</p>		
Q2B	<p>The Ramesh during the discussion was of the view that consumer and businesses, if left alone will ordinarily not buy enough of the organization's products. The Company must therefore undertake aggressive promotional and selling efforts for increasing the turnover of the company. The Ramesh being the owner of the company was laying emphasis on _____</p> <p>1. Sales concept                      2. Promotional Concept                      3. Marketing Concept</p>	2.5	CO1
Q3A	<p>During the discussion Ramesh also had a discussion with its strategic team and wanted to know the exact position of Company in the market. The strategic team revealed that some of the Products of the company are ruling the market, although the more, the growth of the market since couple of years has shown decline in growth? The team identified the position of the business as _____</p> <p>1. Cash Cow                      2. Star                      3. Dog</p>	2.5	CO1
Q3B	<p>To remain competitive in the market and sustain the ongoing trend, Rames suggested the company's strategy regarding sales team that sales persons shall contact the customers from time to time and seek suggestions about the improved product use. Ramesh basically wanted sales team to adopt _____ approach.</p> <p>1. Proactive Marketing                      2. Accountable Marketing                      3. Reactive Marketing</p>	2.5	CO1
Q4A	<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>1. Culture                      2. Subculture                      3. Social Class</p>	2.5	CO1
Q4B	<p>While conducting the survey for Arvind Mills the research team came across the fact that there exist groups with shared values, emerged out of their special life experiences or circumstances. Such types of groups can be categorized under _____</p>	2.5	CO1

	1. Sub-Culture	2. Culture	3. Social Class		
Q5A	The Research Team while conducting the survey for Arvind Mills Ltd also studied that in case if the customer is satisfied with the product, shall buy the product / brand again and again. The customer behavior studied under such a circumstances, can be classified as _____			2.5	CO1
	1. Routinized [RPS]	2. Limited [LPS]	3. Extensive [EPS]		
Q5B	The persons enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies towards some idea or object is known as _____			2.5	CO1
	1. Attitude	2. Belief	3. Perception		
Q6A	Marketing is all about creating, communicating & delivering .....			2.5	CO1
	<b>[Fill the Blank]</b>				
Q6B	In today's world, customers buy benefits / services / solutions & not .....			2.5	CO1
	<b>[Fill the Blank]</b>				
<b>SECTION B : Scan and Upload</b>					
<b>Attempt All Questions [5x10 = 50 Marks]</b>					
Q 7	Price and Differentiation Routes cannot Remain Exclusive. Justify the statement giving examples.			10	CO2
Q8	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
Q9	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
Q10	Dove is one of the Brands that Unilever designated as master brands, expending the brands authority to cover entries into number of sectors beyond the original bath soap category. The development requires Dove to change from its platform as a beauty bar that does not the dry skin to a broadest platform, and the brand team decides to take a			10	CO3

	fresh look at the clichés of the beauty industry. Amidst of all controversies, explain through Brand Resonance model, how company could be able to build equity of the brand transiting from one stage to another among the targeted segment?		
Q11	<p>KPCL was started in 1945 by Mr. M. K. Gupta in Jaipur Rajasthan State to Sell Sugar candies under the brand name MKG. Then he decided to shift the production unit to different state, ‘Kanpur’, in the year 1954, as achieved Neumerino Uno position in and around the state in candy business. The company decided to invest surplus and diversified from candies to glucose biscuits. Though the Industry witnessed the growth of 15 % Annually with the margin of 25% for the company yet MKG could not sustained it business moving ahead and finally landed in the situation of CMU for its survival.</p> <p>As a consultant to the business, what do you think are the internal and external factors that contributed to the failure of the business? Do you really think that Mr. Gupta failed to take the learning from its earlier candy business in Rajasthan? Finally, do you really think, is it wise to diversify the business further in various sectors by Mr. Gupat’s six son, keeping their family’s prestige and values intact?</p>	10	CO3

**SECTION-C: Scan and Upload**

**Analytical / Situational / Case based**  
**Attempt all the questions [20 Marks]**

CASE: Q12	<p><b>BIR SONS.</b></p> <p>Bir group is a diversified group with interests in manufacturing, navigation, marine products, exports, hospitals and departmental stores. The group was initiated and expanded under the able Stewardship of Bhai Bir Singh (BBS) – a very hard workingman with a sharp acumen for business.</p> <p>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.</p> <p>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</p>		
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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.

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.
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.

**Bir sons.**

The holding company of the group with certain SBUs directly under it.

	<p>1. <b>Bir Navigation</b>- 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. <b>Bir Hospital &amp; Bir Departmental stores</b>- 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>		
Q12A	You have to help Bir Group in their reorganization efforts using Business-Portfolio analysis [BCG] matrix, plotting each of the business on the graph that the group is having at present based on their characteristics.	<b>10</b>	<b>CO4</b>
Q12B	You are required to give the recommendations to the companies, based on the strategic moves or combinations of strategies [GE Model Strategies] that the group may have for each of the SBU's placed in each of the quadrant of the decision [BCG] matrix?	<b>10</b>	<b>CO4</b>

