



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination – December 2021

Program: MBA (Business Analytics, Digital Business)

Course: Marketing management

Course Code: MKTG7001

Semester: I

Duration: 3 Hours

Max. Marks: 100

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 B, 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 She

SECTION A

1. Each Question will carry 2 Marks

2. Instruction: Multiple choice questions..

S.No	Question	CO
Q 1.	Joe is a computer service technician. People in his neighborhood usually depend on his suggestions for purchasing any computer accessory or hardware, as they believe that he has access to far more information on computer technology than the average consumer. The neighbors are also aware that Joe has the required knowledge and background for understanding the technical properties of the products. Within this context, Joe can be called a _____. A) gate-keeper B) transactional leader C) role model D) international marketer E) opinion leader	CO1
Q 2.	_____ are rules of thumb or mental shortcuts in the decision process. A) Beliefs B) Heuristics C) Biases D) Discriminations E) Attitudes	CO1

<p>Q 3.</p>	<p>Pittsburgh-based Consol Energy's coal business largely depends on orders from utilities and steel companies which, in turn, depend on broader economic demand from consumers for electricity and steel-based products like automobiles and appliances because of _____.</p> <p>A) fluctuating demand B) professional purchasing C) multiple buying influences D) derived demand E) multiple sales calls</p>	<p>CO1</p>
<p>Q 4.</p>	<p>If the mechanical engineer in charge of production for a bicycle manufacturer asks the purchasing department to find a lighter grade of the steel used in the company's products, which type of purchase will this initiate?</p> <p>A) New buy B) Simple rebuy C) Modified rebuy D) Straight rebuy E) Improvement buy</p>	<p>CO1</p>
<p>Q 5.</p>	<p>Shoe manufacturers are not going to buy much more leather if the price of leather falls, nor will they buy much less leather if the price rises, unless they can find satisfactory substitutes. This is an example of _____.</p> <p>A) a straight rebuy B) the acceleration effect C) inelastic demand D) direct purchasing E) a modified rebuy</p>	<p>CO1</p>
<p>Q 6.</p>	<p>When purchasing disposable surgical gowns, Mercy Hospital's vice president of purchasing analyzes whether the hospital should buy disposable gowns or reusable gowns. If the findings favor disposable gowns, then the operating-room administrator compares various competitors' products and prices and makes a choice. Surgeons influence the decision retroactively by reporting their satisfaction with the particular brand. In this situation, the surgeons perform the role of the _____.</p> <p>A) decider B) user C) buyer D) initiator E) gatekeeper</p>	<p>CO1</p>

Q 7.	Which of the following factors found in the macromodel of the communications process refers to random and competing messages that may interfere with the intended communication? A) Negative feedback B) Phase lag C) Attenuation D) Noise E) Selective distortion	CO1
Q 8.	When supermarkets and department stores drop the price on well-known brands to stimulate store traffic, they are said to be following _____ pricing. A) loss-leader B) everyday low C) value D) special event E) high-low	CO1
Q 9.	A firm that serves small market segments that are not being served by bigger firms is known as a_____ A) follower B) entrant C) challenger D) niche marketer E) leader	CO1
Q 10.	A _____ is a gathering of 6 to 10 people carefully selected by researchers based on certain demographic, psychographic, or other considerations and brought together to discuss various topics of interest at length. A) focus group B) target group C) ethnographic group D) pilot group E) customer base	CO1

SECTION B

1. This section carries 20 Marks

2. Each question will carry 5 marks

3. Instruction: Write short / brief notes. All the questions are compulsory

Q11.	Identify the personal factors that can influence the decision of a buyer.	CO2
Q12.	Briefly explain the 4 stages in the product life cycle. Give an example for each stage.	CO2
Q13.	Explain how fluctuating demand impacts business markets differently from consumer markets.	CO2

Q14.	Explain the role of brand equity in the accounting term <i>goodwill</i> .	CO2
SECTION C 1. This section carries 30 Marks. 2. Each question will carry 10 marks.		
Q15.	What impact did the Covid-19 pandemic have on Omni channel retailing? (10 marks)	CO3
Q16	JGB manufactures the K-Nine brand of dog food that is carried in supermarkets across the country. The company has always used wholesalers instead of selling directly to the retailers. However, recently, the sales team at JGB has noticed that wholesalers don't aggressively promote JGB's product line. They often don't carry enough inventory and therefore don't fill customers' orders fast enough. However, the marketing team insists that the wholesaling route is the best. What reasons can the marketing team offer to justify this? (10 marks)	CO3
Q17.	<p>Explain why marketers should stay alert to the market and stay in communication with customers even after they have made their purchases. (10 marks)</p> <p style="text-align: center;">OR</p> <p>Describe how Titan watches segmented the market for watches with value orientation and carved out many distinct segments. (10 marks)</p>	CO3
SECTION D 1. This section carries 30 Marks. 2. Each question will carry 15 marks.		
CASE: Nature on Tap		
<p>Sometimes innovation is less about invention and more about just noticing what's around you. That's what organic water company Nature on Tap learned in the creation of their company's flagship product. Product developers there discovered something that consumers considered new and different even though it had been around for more than a thousand years—tapped birch water.</p> <p>If you're a frequent purchaser of brands like Dasani or Aquafina, it's probably no surprise to you that bottled water is big business. U.S. per capita consumption of bottled water recently approached 40 gallons per person, per year, edging out carbonated soft drinks for the first time. Selling over \$21.3 billion of a ubiquitous product (water) that is readily available almost for free is an impressive marketing feat. Of course, bottled water consumers are buying not just the commodity of water but also the perceived health benefit based on the filtering and/or sourcing of the water.</p>		

And that's where Nature on Tap comes in with their innovative take: tapped birch water. For centuries people have tapped the waterlike sap of the birch tree for refreshment and health. According to the University of Maryland Medical Center, the slightly sweet beverage contains a high level of manganese—a quite efficacious mineral that, according to experts, can help blood sugar regulation, fight “free radicals,” and support bone structure through calcium absorption. To add to the value proposition, birch water also contains trace amounts of xylitol, a natural sugar alcohol that the California Dental Association says can help prevent tooth decay.

Birch water fits into a product category known as “alternative water,” with the category's most famous formula being the very popular coconut water. Sales of that beverage have reached over \$3 billion worldwide and Nature on Tap realized that consumers were looking for that next “superdrink.” They concluded that birch water was “it,” especially given the lower sugar content (and calories) versus coconut water. In addition to the benefit claims noted earlier, it has also been pointed out that birch water contains saponin, which may have anti-inflammatory benefits and can lower cholesterol.

Nature on Tap has taken full advantage of the storytelling opportunities that the nature of their product affords. They readily offer up imagery of the beautiful birch forests of Finland, where birch tree farmers tap the trees for a truly unique beverage that is “pure, hydrating, cleansing, and straight from the tree.” The package is also unique—a cylinder made of 75 percent wood-based paperboard that looks like a portion of a birch tree. But while Nature on Tap is riding a birch high, the truth is that birch is not the only plant in the forest and other companies are busily pursuing their own versions of wonder water. Maple, bamboo, olive, artichoke, and even cactus are all vying for a place on water connoisseurs' palates. And closer to home, they have competitors right in the birch water segment, such as Sapp, BelSeva, TreeVitalise, and Treo.

Beyond the growing competitive challenges, Nature on Tap has a unique production and supply chain quirk due to the short two-week window their product can be harvested! This circumstance accentuates the criticality of very accurate sales forecasting and precise distribution targets. And like all the products in the category, birch water marketers must deal with often confusing and contradicting claims and counterclaims regarding product benefits. For example, one dietician notes that a cup of oats has about the same amount of manganese as a bottle of birch water and costs about 21 cents—far less than the over \$3 you're likely to pay for a bottle of tapped birch water.

Nevertheless, as a small player in a niche market, Nature on Tap has a great product story, gets generally positive press, and has built a distribution network that includes leading retailers such as Sainsbury's, Whole Foods, and Amazon. Their ability to excel over competitors and continue to grow will heavily depend on how well they keep up the product innovation and creative marketing that is the hallmark of their story so far.

Q18	<p>Analyze the company decision and give recommendation, make sure you address the 4 points below: What is the decision facing Nature on Tap? What factors are important in understanding this decision situation? What are the alternatives? What decision(s) do you recommend? What are some ways to implement your recommendation? (15 marks)</p>	CO4
Q19	<p>What kind of innovation is tapped birch water— continuous, dynamically continuous, or discontinuous? What other innovations should the company pursue to continue growing? (15 marks)</p> <p style="text-align: center;">OR</p> <p>Perhaps you, like many consumers, may have just become aware of tapped birch water. What could the company do to move consumers higher in the Adoption Pyramid? (15 marks)</p>	CO4