


Name: Enrolment No:	
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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2023

Course: Marketing Management
Program: MBA All programmes
Course Code: MKTG 7001

Semester: I
Time : 03 hrs.
Max. Marks: 100

Instructions: Attempt all sections.

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q1	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
Q2	A diversification strategy introduces a new product or service to a market segment that _____. A) is currently not served B) includes many ethnicities C) already exists D) does not traditionally respond to mixed media		CO1
Q3	12. Which of the following is the correct sequence for market research? a.) Define the problem, Collect Data, Analyze the finding, Develop a research plan, Present the findings b.) Define the problem, Develop a research plan, Analyze the finding, Collect data, Present the findings		CO1

	<p>c.) Define the problem, Develop a research plan, Analyze the finding, Present the findings, Collect data</p> <p>d.) Define the problem, Develop a research plan, Collect Data, Analyze the findings, Present the findings</p> <p>e.) None of the above</p>		
Q4	<p>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.</p> <p>A) focus group</p> <p>B) target group</p> <p>C) ethnographic group</p> <p>D) pilot group</p> <p>E) customer base</p>		CO1
Q5	<p>SBU is defined on dimensions of</p> <p>a.) Customer group, Customer need, Customer attitude</p> <p>b.) Customer attitude, Customer behavior, Customer perception</p> <p>c.) Technology, Customer need, customer group</p> <p>d.) Customer group, Customer need, Customer perception</p>		CO1
Q6	<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</p> <p>B) the acceleration effect</p> <p>C) inelastic demand</p> <p>D) direct purchasing</p> <p>E) a modified rebuy</p>		CO1

Q7	<p>A firm that serves small market segments that are not being served by bigger firms is known as a_____.</p> <p>A) follower</p> <p>B) entrant</p> <p>C) challenger</p> <p>D) niche marketer</p> <p>E) leader</p>		CO1
Q8	<p>Which of the following best describes brand equity?</p> <p>a) The total revenue a brand generates each year.</p> <p>b) The legal protection a brand has through trademark registration.</p> <p>c) The perceived value and strength of a brand in the eyes of consumers.</p> <p>d) The total number of products a brand offers in its product line.</p>		CO1
Q9	<p>Decoding buyer's 'black box' may become a challenging task for researchers because</p> <p>a.) Consumers may lie about their buying intentions</p> <p>b.) Consumers may hide their buying intentions</p> <p>c.) Consumers themselves may not have an accurate assessment of their buying intention</p> <p>d.) All of the above</p>		CO1
Q10	<p>When Heinz introduced EZ Squirt packaging and new colors such as Blastin' Green and Awesome Orange to revitalize consumer buying, the company was modifying</p> <p>a) The market</p> <p>b) Modifying the pricing strategy</p> <p>c) Modifying the distribution</p> <p>d) Modifying the product</p>		CO1

SECTION B 4Qx5M= 20 Marks			
Q11	Discuss how online, mobile, and social media tools are changing the selling function.	5M	CO2
Q12	Explain why knowledge of consumer culture is significant for a marketing manager.	5M	CO2
Q13	Explain significance of innovation adoption lifecycle with examples.	5M	CO2
Q14	Discuss the function and significance of packaging.	5M	CO2
SECTION-C 3Qx10M=30 Marks			
Q15	Briefly explain different types of marketing communication mix. Discuss some of the innovative and creative campaigns that firms have used as part of the marketing communication mix.	10M	CO3
Q16	You are tasked with rebranding a well-established company. Describe the steps you would take to reposition the brand in the market, including any potential challenges and opportunities. Support your answer with examples.	10M	CO3
Q17	<p>What is sustainable marketing? Discuss some of the sustainable business models that firms may adopt for environmental sustainability. Support your answer with examples.</p> <p style="text-align: center;">OR</p> <p>What is the significance of marketing ethics. Discuss a few examples when marketing may infringe upon the rights of the consumers and may be considered as unethical.</p>	10M	CO3
SECTION-D 2Qx15M= 30 Marks			
	Statement of question		CO4
Q18	Discuss the impact of social consumer advocacy and influencers over social media on brand perception of consumer with suitable examples.	15M	CO4
Q19	Read the text and answer the questions that follow.	15M	CO4
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>			

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. 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.

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)

OR

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)