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## UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2018 [SET-A]

Program: BBA-DM

Subject (Course): Marketing Management

Course Code :BBCM 151

No. of page/s:4

Semester – II

Max. Marks : 100

Duration : 3 Hrs

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### Section A: Attempt all the Questions [2x10 = 20 Marks]

#### Q1. Fill in the Blanks:

- i. Marketing is all about creating, communicating & delivering .....
- ii. In today's world, customers buy benefits / services / solutions & not .....
- iii. The components of mega / micro – environment are discussed in a sequence known as ..... Analysis.
- iv. .... is the management task concerned with the growth and future of a business enterprise.
- v. Defining the business correctly, is a prerequisite for selecting the right ..... and steering the firm on the correct path..
- vi. .... is a group of related businesses that can be treated as a unified entity for the purpose of strategic planning.
- vii. Lifestyle, attitudes, self-concept, concern about status, value-system, beliefs etc, represents ..... behavior of the consumer.
- viii. The business buyer is governed mostly by ..... Motives.
- ix. Strong ..... are major assets for companies.
- x. .... plays a pivotal role in value delivery.

### Section B: Attempt any four questions. Each question carries 5 marks.

Q1. Explain different product life cycle shapes with the help of diagrams.

Q2. A product is a 'need satisfying entity'. However, no product offering remains at a basic level of need satisfaction. The firm takes it to higher levels by infusing several inputs into basic product. In the light of the same, discuss various levels of the product that is ultimately offered in the market with the help of an example.

Q3. What are Porter's five competitive forces? Explain the significance of each force for marketing strategy.

Q4. What is brand equity? Explain the components of brand equity with examples.

Q5. What are product levels? Explain each level with example.

Q6. Calvin Care Introduced Chick Shampoo in Sachets in late 1980's. The strategy succeeded and brought about a major change in the distribution of consumer products. Now every FMCG company has adopted sachets. What are the reasons behind its adoption?

**Section C – Descriptive Type Question – 2 x 15 = 30 Mark**

**Answer any Two out of Three. Give Real Life Examples in support of your answer wherever necessary.**

Q7. . In reference to the Case 'Channel Management – The Case of Titan Watches', State the Channels objectives that Titan Adopted for making channels strategy for its company. In addition, how did the company able to multiple retail modes matching multiple segments in the market place?

Q8. We are living in the Age of Brands. In industrial goods as well as consumer goods, there is a proliferation of brands. The brand name is naturally became a major selling tool and one of the most important component of the 'total product personality' thus making the consumer identify a brands distinctive capabilities based on their perceptions that have themselves been created by marketers over a period of time. Describe what a brand means and convey to the consumer thus bringing out a differentiation between branded and non-branded products / services?

Q9. This is with reference to the Case 'Distribution strategy – The Case of Asian Paints', the company followed open-door dealer policy and aggressively added new dealers in its portfolio. In the light of this open door policy, elaborate upon the Implications of AP's Distribution Policy. In addition, How AP Successfully resolve the Cost-Service conflict in distribution.

## Section D: Analytical / Situational / Case based:

Attempt all the questions [2x15 = 30 Marks]

CASELET:-

**A** woman suggestively bites at her husband's ear as he surfs the net. Eventually he ask her in an angry voice "hungry Kya?" She nods expectantly, so he advices her to order a Domino's Pizza. A man whistles appreciatively at a lady, she turns around, grabs him by the color and asks him in a husky voice, "Hungary Kya"? – and a voice over orders a Domino's Pizza.

Domino's Pizza started its operations in India in 1997. Til August 2000, when the television campaign (Hungry Kya?) was launched, Domino's advertising strategy was mostly limited to banners and linked to specific promotions. In 2000, the pizza market was established to be over Rs 100 Cr. The dial in culture had already caught on, and Pizza was becomining as acceptable as food as an idli or dosa. Domino's now wanted to build volumes through distribution and advertising so that its product could reach middle class homes.

The job seemed to be difficult as Domino's didn't have retail outlet that it could leverage for building. Recalled Gautam Advani, chief of Marketing, "The brick and mortar ambience as key to a satisfactory Consumer-Product interaction was not available to Domino's. Therefore, we had to enter the homes of the people and the best way of doing this was through the tube". In March 2000, Domino's hired Trikaya Grey to handle its account. Trikaya's brief was to target the home food category.

But there seemed to be several other issues that confused both Domino's and the agency. First, how should the pizza be positioned as a meal or snacks? Second, how far the pizza should be Indianized so that it had the mass appeal and at the same time did not lose its identity.

After having brainstorming session with the experts in their fields like Prahalad Kakkar, Manager from Arvind Mills, Channel V and IMG, came up with a strategy for Domino's.

It was this discussion that led the agency to get the approval for regionalization of the pizza which finally led to the Chetinnad and Peppy Paneer Varities. However, pizza could not be positioned as either a snacks or meal because it seemed to be both. In the discussion few creative ideas came up. First, it was thought of creating some sort of a cult around pizza eating with some rituals put in. Second, the 30 minutes wait would be magnified showing what a person went through as he waited for the pizza he had ordered. The third, option was to portray a day in the life of a delivery boy.

All these options suffered from some drawbacks: they did nothing to connect the pizza with the customer. Said Suthan, "None of these ideas would actually impact our lives, how is the consumer interested in the delivery boy's life? These ideas presented no trigger points for the consumer to pick up the phone." Trikaya now knew that it had to create a stimulus that would make people order in.

The Team then begins to think in generic terms. Why did people actually eat a pizza? The most basic answer was because they were hungary. There seemed to be a direct link between the consumer and

company-hunger. The team decided to use hunger as a platform to communicate and came up with the line “Hungary Kya”?

The first few commercials showed physical hunger like girl chewing at her sweater. But once these ads had established that hunger was synonymous with Domino’s they decided to go ahead with the “Hungary Kya” ad’s, said Suthan “unless you expand on the ideas, it can get boring, so we brought in hunger as a desire as a need and today we have 16 spots on air?”

The “Hungary Kya” advertisement was restricted to a 10 second spot because as Suthan explained. “The urge to eat hits in a flash”. The advertisement aimed at being relevant as well as creative and seemed to give several reasons to call Domino’s not just when someone was Hungary but even when someone was walking, watching TV etc.

The ad sequences had a fair topping of humor said Suthan, “it is quickly in keeping with the flavor and character of the product. And it has become a talking point. Now people are also writing in with idea’s.

Dominos claimed that sales had picked up by 30% since the ad broke in August.

**Questions: Both the questions carry equal marks (2x15=30)**

10[A]. How do you explain the success behind Domino’s Hungry Kya Campaign?

10[B]. What other communication channels can Domino’s use to promote its product?

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**h.** \_\_\_\_\_ goods are goods in which the consumer is willing to invest a great deal of time and effort.

1. Shopping                                      2. Convenience                                      3. Specialized

**i.** Ram is a frequent flier from Delhi to Singapore as he has one of his Companies offices that cater to overseas clients. His usually prefers to fly by KF Airlines. In comparison to the person who flies for the first time to Singapore on pleasure trip, Ram's buying behavior can be categorized into \_\_\_\_\_ buying behavior.

1. Convenience                                      2. Specialized                                      3. Shopping

**j.** An airport's distinctive \_\_\_\_\_ may become a primary asset in the attraction of new manufacturing activities in certain geographic areas and thus, a significant driver in the development of the territories value proposition.

1. Positioning                                      2. Place                                      3. Offerings

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**Section C – Descriptive Type Question – 2 x 15 = 30 Mark**

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Q7. . Business Communication Plays a very important role in any organization as it helps the organization stay in touch with its internal as well as external customers. In fact, an organization success in communicating effectively with its internal and external customers determines its success in business. There are instances where organizations have failed miserably due to bad communication strategies.

State who the internal and external customers of a company are and why a company should communicate with them. In addition, what are the tools that can be used for internal and external communication by an organization?

Q8. We are living in the Age of Brands. In industrial goods as well as consumer goods, there is a proliferation of brands. The brand name is naturally became a major selling tool and one of the most important component of the 'total product personality' thus making the consumer identify a brands distinctive capabilities based on their perceptions that have themselves been created by marketers over a period of time. Describe what a brand means and convey to the consumer thus bringing out a differentiation between branded and non-branded products / services?

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