Roll No: ----------

UNIVERSITY OF PETROLEUM & ENERGY STUDIES
DEHRADUN

Final Exam: May 2019 Semester – II
Program/course: MBA PSM Max. Marks- : 100
Subject: MARKETING OF SHIPPING SERVICES Duration: 3 Hrs.
Code : TRPS 7009 .

No. of page/s: 3

	Section A
Q 1	Write short notes on the following : **Total Marks: 20** (answer all questions)

Sr.	**Question**	**Marks**	**CO**
a)	Tangible	**2**	**CO 2**
b)	Service Organization	**2**	**CO 1**
c)	Core Product	**2**	**CO 3**
d)	Ideal Service	**2**	**CO 2**
e)	Effective Packaging	**2**	**CO 1**
f)	Niche Marketing	**2**	**CO 1**
g)	Pre Purchase Phase	**2**	**CO 2**
h)	Branding	**2**	**CO 1**
i)	Attribution Theory	**2**	**CO 2**
j)	Service Encounter	**2**	**CO 2**

Section B

Q 2. Please answer 4 questions out of 6 questions: Total Marks – 20 (4X5)

Sr.	Question	Marks	CO
a)	Discuss the Boston Consulting Group's approach to business-portfolio analysis for each type of SBU in a shipping company.	**4**	**CO 3**
b)	What important factors should a marketer consider before setting a port's tariff?	**4**	**CO 2**
c)	Examine if the tools and technique in service quality management is essential in a shipping company.	**4**	**CO 3**
d)	What important factors should a marketer consider before setting price for a port service?	**4**	**CO 3**
e)	Elaborate the different types of purchase behavior in the purchase of a shipping service, giving suitable examples**.**	**4**	**CO 4**
f)	Explain the type of competitions existing between two shipping lines?	**4**	**CO 3**

Section C

Note: From the following questions (3/4/5/6) please answer any three. 10 Marks has been allotted against each question – thus **total 30 marks**

Sr.	Question	Marks	CO
Q 3	What are intermediaries in shipping? What is their role in marketing? How do businesses benefit from them?	**10**	**CO 3**
Q 4	Visualise a businessman who wants to hire a ship for carrying iron ore. How do you think a salesman will facilitate the sale?	**10**	**CO 4**
Q 5	"There is a wide variety of variables that can be used to segment service markets in ports''. Critically examine .	**10**	**CO 3**
Q 6	Discuss the implementation of gap model in service marketing in the context of shipping .	**10**	**CO 3**

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	Section D : Compulsory questions (both a & b to be answered)		
		Marks	**CO**
Q 7	(a) 'The 4p's are all a marketing manager needs to create a marketing strategy for a service business (like shipping)'. – Give your response with justification.	**15**	**CO 4**
	(b) 'The internet has dramatically changed the way service marketers communicate with their customers'- Comment with examples from shipping and port.	**15**	**CO 3**

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	Section A
Q 1	Please answer all questions. Write brief notes (each carries two marks): **Total Marks: 20**

Sr.	**Question**	**Marks**	**CO**
a)	Impact of technology in marketing	**2**	**CO 2**
b)	Professional service	**2**	**CO 1**
c)	Port Promotion	**2**	**CO 1**
d)	Ultimate User	**2**	**CO 2**
e)	Intangible	**2**	**CO 2**
f)	SERVQUAL	**2**	**CO 1**
g)	Blue Printing	**2**	**CO 3**
h)	Positioning	**2**	**CO 1**
i)	Demand based pricing	**2**	**CO 1**
j)	Service Channel	**2**	**CO 2**

Section B

Q 2. Please answer 4 questions out of 6 questions: Total Marks – 20 (4X5)

Sr.	Question	Marks	CO
a)	Explain the importance of service life cycle?	**4**	**CO 2**
b)	Do you think that service quality management is important in a port? Give two examples.	**4**	**CO 3**
c)	Elaborate - 'reality versus perception of a port is important'?	**4**	**CO 4**
d)	What important factors should a marketer consider before setting price for a shipping service?	**4**	**CO 2**
e)	Discuss the Boston Consulting Group approach to business-portfolio analysis for each type of SBU in a shipping company.	**4**	**CO 2**
f)	Define the concept of relevant market in chartering.	**4**	**CO 4**

Section C

Note: From the following questions (3/4/5/6) please answer any three. **Total 30 (3X10) marks**

Sr.	Question	Marks	CO
Q 3	Explain how pricing can be an effective tool while entering a market and trying to expand market share.	**10**	**CO 3**
Q 4	Can you implement the 'gap model' of service quality in a liner shipping organisation?	**10**	**CO 4**
Q 5	How do you think a container shipping company can extend its product life cycle?	**10**	**CO 4**
Q 6	Taking example of any shipping company discuss the stages in the new service development process.	**10**	**CO 3**

Q7: COMPULSORY QUESTION **Total marks: 30**

CASE STUDY: INTEL LOGISTICS OPTIMISATION

Please read the case carefully and answer the questions (provided at the end of the case study) in detail.

Case details:

One of the world's largest manufacturers of computer chips, Intel needs little introduction. However, the company needed to make some significant supply chain cost reductions after bringing its low-cost "Atom" chip to market. Supply chain costs of around $5.50 per chip were bearable for units selling for $100, but the price of the new chip was a fraction of that, at about $20.

The Supply Chain Cost Reduction Challenge: Somehow Intel had to reduce the supply chain costs for the Atom chip, but had only one area of leverage—inventory.

The chip had to work, so there were no service trade-offs that could be made. Being a single component, there was also no way to pay less in the way of duties. Intel had already whittled packaging down to a minimum and with a high value-to-weight ratio, the chips' distribution costs could not really be pared down any further.

The only option was to try to reduce levels of inventory, which, up to that point, had been kept very high in order to support a nine-week order cycle. The only way Intel could find to make supply chain cost reductions was to bring this cycle time down and therefore reduce inventory.

The Path to Cost Reduction: Intel decided to try what was considered an unlikely supply chain strategy for the semiconductor industry: a true make-to-order scenario. The company began with a pilot operation using a manufacturer in Malaysia. Through a process of iteration, they gradually sought out and eliminated supply chain inefficiencies to incrementally reduce order cycle time. Further improvement initiatives included:

- Reduced the chip assembly test window from a five-day schedule, to a bi-weekly, 2-day-long process
- Introduced a formal S&OP planning process
- Moved to a vendor-managed inventory model wherever it was possible to do so

Supply Chain Cost Management Results: Through its incremental approach to cycle time improvement, Intel eventually drove the order cycle time for the Atom chip down from nine weeks to just two. As a result, the company achieved a supply chain cost reduction of more than $4 per unit for the $20 Atom chip—a far more palatable rate than the original figure of $5.50.

Questions:

1) Analyse the case and interpret it.

2) Write down the case facts with relevant notes that support your understanding.

End of QP