

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Marketing Management

Programme: MBA (BA+IB)

Time: 03 hrs.

Instructions: Attempt all sections

Semester: I

S.Code: MKTG 7001

Max. Marks: 100

SECTION A

S. No.		Marks	CO
Q 1	Attempt all questions. Each question carries 2 marks.	20	
	<p>i) Demand which exists for controversial products can be classified under</p> <ul style="list-style-type: none">a.) Unwholesome demandb.) Full demandc.) Latent demandd.) Irregular demand <p>ii) Product mix means?</p> <ul style="list-style-type: none">a.) Product line, product width, product depthb.) Product width, product height, product depthc.) Product depth, product height, product lined.) All of the above <p>iii) Which of the following is NOT a part of support activity given by Michael Porter</p> <ul style="list-style-type: none">a.) Operationsb.) Procurementc.) Technologyd.) Firm infrastructure <p>iv) QFD means:</p> <ul style="list-style-type: none">a.) When gap between CA and EA is maximumb.) When CA and EA cease to existc.) When gap between CA and EA is minimumd.) None of the above <p>v) Which of the following is not a component of brand equity?</p> <ul style="list-style-type: none">a.) Brand awarenessb.) Brand loyaltyc.) Brand erosiond.) Brand associations		CO1 CO2

	<p>vi) Which of the following is not a part of BCG matrix?</p> <ul style="list-style-type: none"> a.) Cash cows b.) Dogs c.) Sky d.) Stars <p>vii) Which of the following is correct sequence for relationship marketing?</p> <ul style="list-style-type: none"> a.) Suspect, prospect, first time customer, repeat customer, member, client, advocate, partner b.) Suspect, prospect, first time customer, repeat customer, client, advocate, member, partner c.) Suspect, prospect, first time customer, repeat customer, client, member, advocate partner d.) Suspect, prospect, first time customer, repeat customer, client, member, partner, advocate <p>viii) Sweepstake means:</p> <ul style="list-style-type: none"> a.) Raffle draw b.) Money back offer c.) Discount d.) Buy one get one free <p>ix) Which of the following movement of SBU within BCG matrix quadrants is not possible directly?</p> <ul style="list-style-type: none"> a) Questions marks to Dogs b) Stars to Cash Cows c) Question marks to Cash Cows d) Cash Cows to Dogs <p>x) Solar cookers, electric knives, dish washers follow which of the following PLC graph?</p> <ul style="list-style-type: none"> a.) Scalloped b.) Style c.) Cycle recycle d.) Growth slump maturity 		
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SECTION B

	<i>Attempt any 4 questions</i>		
Q1.	Explain the different product levels with examples.	5	CO2,3
Q2.	Explain BCG matrix with the help of diagram.	5	CO1,2
Q3.	What is diversification? Explain different types of diversification strategies.	5	CO1,2

Q4.	Explain the roles and function of distribution channels.	5	CO2,3
Q5.	Explain the psychological factors that influence consumer-buying behavior.	5	CO 1,2

SECTION-C

	<i>Attempt any two questions.</i>		
Q1.	Outline the green initiatives of British Petroleum (Bp) in the case ‘ <i>British Petroleum and corporate Greenwash</i> ’. Do you think Bp was successful in its brand repositioning efforts by portraying itself as an environment friendly company? Do you see some Indian oil companies also in pursuit of such brand repositioning? Support your answer with examples.	15	CO3,4
Q2.	With reference to the case “ <i>Wearing Artificial Intelligence</i> ” and “ <i>Warehouse smarts</i> ” explain how ‘Myntra’ and ‘Amazon’ are able to provide superior customer value and service through technological advancements. What skills future managers would require according to you with changing technologies?	15	CO3,4
Q3.	Analyze the significance of culture in designing marketing strategy with reference to the ‘Lays potato chips in Hungary’.	15	CO4,5

SECTION-D

	<i>Attempt all questions with reference to the text</i>		
Q1.	Analyze the change in consumer buying behavior of Indians w.r.t. the entertainment needs. What macro and micro factors contribute to this change?	15	CO3,5
Q2.	Evaluate the STP of brands in the India’s video streaming market and suggest marketing strategy options for Indian platforms to counter competition from Amazon, Netflix in the Indian entertainment industry.	15	CO4,5

Netflix, Amazon slug it out in India's competitive video streaming market

Netflix and Amazon Prime market share gain at the cost of Indian platforms - Hotstar, VOOT, Jio Cinema

Just like the smartphone segment, the video streaming space (also known as OTT or over the top) in the country is witnessing a fierce fight between indigenous and global players with the latter gaining a stronger foothold in the domestic market. According to the latest data, [Netflix](#) and Amazon Prime Video, two of the dominant players globally, have steadily grown their market share in the country this year at the expense of local firms such as market leader Hotstar, Jio TV and Jio Cinema.

Los Gatos (California)-headquartered [Netflix](#) saw its market share grow to 6.3 per cent till October from a mere 0.5 per cent as in the beginning of the year while Amazon Prime Video’s share grew more than two and half times to 10.8 per cent from 4 per cent, according to KalaGato, a market intelligence firm. The figures are based on installed user base derived from a sample of over one million unique smartphone

users. Viewership over mobile comprises 83 per cent of the total video consumption online, according to Comscore.

As Indian users took to cheaper smartphones and faster and cheaper data, backed by a wave of internet proliferation of sorts triggered by Reliance Jio, the demand for video OTT platforms has also shot up. Local audience, like their counterparts in the developed markets, are also opening their purse strings for video subscription services. A telling statistics is that over two dozen OTT services have sprung up only in the last 18 months. This includes offerings from leading media houses like Balaji Telefilms (Alt Balaji), Viacom 18 (VOOT) and ZEE Media Corp (ZEE5). While [Netflix](#) and Amazon Prime Video, which launched services in India in 2016, have an early-mover advantage, as their growth is primarily seen being driven by their expansive content library and superior product experience built on a trove of data and insights from operations in other geographies.

“There are two to three factors that drive this. One is the range of content and titles they provide owing to their access to deeper and broader content, with them being global players. The second differentiation is technology and user interface: How good their recommendation engines are, how they are able to anticipate and predict what the consumer wants, and how you present the relevant content to the consumer in an easy-to-search fashion,” said Ajay Gupta, a partner at AT Kearney who looks at communications, media and technology practice at the consulting firm. “The third driver is the creation of synergies between the e-commerce and content business, as has been in the case of Amazon. That’s an interesting synergy because ultimately it’s the same target audience that is internet savvy,” he added.

The fact that Amazon Prime Video comes bundled with the company’s next-day delivery service has brought it huge number of users. Netflix also signed up with Airtel, wherein the telecom operator gave a three-month subscription of Netflix with every Airtel post-paid connection. “Almost two lakh users came to Netflix through Airtel tie-up, which was rolled out in August,” said an analyst tracking the company.

Even as the overall base of users that consume on demand video streaming service is growing with more first-time users coming on the internet, Indian OTT platforms seem to be not able to maintain their market share.

MARKET SHARE OF ACTIVE USERS (%)

	Nov'18
Amazon Prime Video	1.43
Alt Balaji	0.21
Jio TV	17.60
Jio Cinema	1.86
NetFlix	2.08
Tatasky	0.89
SonyLIV	3.17
Voot	11.76
Hotstar	40.18
Airtel TV	4.59

While [Hotstar](#) continues to be the leader in the OTT space in the country, the Star India-owned company's market share has slid to 30.4 per cent as on October from 36 per cent at the start of the year. [Hotstar](#) is the go-to platform for content from Star India's bouquet of channels like Star Plus, Sab TV and Colors TV and caters to a strong audience of sports viewers.

"OTT demand in India is growing on the back of cheaper data and smartphones, the very concept of prime time is changing — as a result libraries need to be larger and cater to a broader audience than they used to," said Aman Kumar, chief business officer at KalaGato. "The market is in a stage where users are spoilt for choice. So, all these indicates that platforms who have bigger libraries and provide quality content will win." Jio TV and Jio Cinema, the apps that come bundled with Jio mobile connection, have also seen their market share dwindle. Jio managed a 25 odd per cent market share for Jio Cinema, its main OTT offering, by shipping it pre-installed in its low-budget Jio Phones that was launched in July 2017. The dip in the apps installed base is because of a slowdown in Jio phone sales in anticipation of the launch of a newer model, telecom experts say. Sony Liv is the only Indian app

that registered user growth in the period under review, growing its market share from 3.9 per cent in January to 6.7 per cent in October. It had exclusive streaming rights for FIFA World Cup that was held in June and July, and also the latest season of Kaun Banega Crorepati.

MARKET SHARE BY INSTALLATIONS (ALL INDIA)

(%)	Jan'18	Feb'18	Mar'18	Apr'18	May'18	Jun'18	Jul'18	Aug'18	Sep'18	Oct'18
Amazon Prime Video	4.00	3.95	4.12	4.34	4.66	6.48	9.03	10.46	11.07	10.77
Alt Balaji	0.40	0.39	0.36	0.31	0.36	0.33	0.20	0.21	0.21	0.18
Jio TV	30.96	31.07	31.66	30.46	27.63	26.11	25.66	25.38	24.94	23.88
Jio Cinema	8.11	7.72	7.17	6.20	5.27	4.85	4.57	4.54	4.43	4.17
Netflix	0.53	0.52	0.52	0.54	0.73	1.83	3.74	5.26	6.03	6.26
SonyLIV	3.89	4.83	5.82	5.54	4.60	4.26	4.78	5.25	6.03	6.75
Voot	8.80	8.43	7.83	7.05	6.47	7.17	8.08	8.08	8.25	8.44
Hotstar	36.04	34.53	32.05	34.88	40.40	40.36	36.13	32.56	30.17	30.40

Source: Companies