

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online Examination, June 2021**

**Course: Marketing Management**  
**Program: BBA (Digital Marketing)**  
**Course code: MKTG 2001**

**Semester: II**  
**Time: 03 Hours**  
**Max. Marks: 100**

**SECTION A – 30 Marks**  
**1. Each Question will carry 5 Marks**  
**2. Instruction: Select the correct answer**

		Marks	CO
Q 1	<p>Fast &amp; Swift, a sedan manufacturer, has introduced Spectra, a leisure car that boasts of an eco-friendly model at a comparatively lower price. The first 50 buyers are given a three-year warranty on their purchase.</p> <p>The three-year warranty provided to the first 50 buyers refers to the _____ product.</p> <p><b>A. formal</b> <b>B. core</b> <b>C. augmented</b> <b>D. future</b></p>	5	2
Q 2	<p>Andrea owns We Help, a concierge company with 63 employees providing everyday services such as walking dogs, running errands such as going to the post office, paying bills, and picking up groceries from supermarket.</p> <p>Andrea is so well-liked that her customers recommend her instead of her business to people who are looking for someone to perform similar services. Their inability to see the distinction between Andrea and her services is an example of the _____ of services.</p> <p><b>A. inconsistency</b> <b>B. perishability</b> <b>C. incongruity</b> <b>D. inseparability</b></p>	5	2
Q 3	<p>Which of the following products experiences an immediate rapid growth, followed by an equally rapid decline?</p> <p><b>A. high-learning product</b> <b>B. concept product</b> <b>C. fashion product</b> <b>D. fad product</b></p>	5	2
Q 4	<p>A computer retailer shrink-wraps Microsoft Works to its private-labelled Pentium IV computer and sells the microcomputer and software for \$2,500. This pricing scenario might best be described as _____.</p> <p><b>A. price lining</b> <b>B. loss-leader pricing</b> <b>C. bundle pricing</b></p>	5	2

	<b>D. prestige pricing</b>		
Q 5	<p>During the Christmas season, Give &amp; Take Inc., a gifts store, sets up kiosks in many shopping centres for customers who might not be able to travel to a centre that contains a full-sized gift store. By creating these kiosks in a variety of locations, Give &amp; Take Inc. is creating _____ utility.</p> <p><b>A. time</b> <b>B. place</b> <b>C. possession</b> <b>D. form</b></p>	5	3
Q 6	<p>Bryan is checking products and prices via his smartphone while he is shopping at Future shop to find the best deal when he does his research for a new laptop. He then buys the cheaper product online. This is called?</p> <p><b>A. smart shopping</b> <b>B. comparative pricing</b> <b>C. showrooming</b> <b>D. mobile wallets</b></p>	5	3
<p><b>SECTION B – 50 Marks</b></p> <p><b>1. Each question will carry 10 marks</b></p> <p><b>2. Instruction: Write short / brief notes; Provide relevant examples.</b></p>			
Q 7	What is product positioning? Give an example of product positioning. What is a positioning statement?	10	2
Q 8	Explain in brief the introduction stage of a product life cycle. Give an example.	10	2
Q 9	How does the skimming pricing strategy work? Give an example.	10	2
Q 10	What is exclusive distribution?	10	3
Q 11	Explain the push and pull communication strategies. Provide examples for each strategy	10	3
<p><b>SECTION C – 20 Marks</b></p> <p><b>Instruction: Read the Case and answer the question. .</b></p>			
Q 12	Read the Shoes4Us case again, and provide ideas for the successful promotion of Shoes4Us. Suggest at least one idea for Digital Marketing, one idea for Sales Promotion, one idea for Public Relations, and one idea for Direct Marketing. Briefly describe your ideas.	20	3
	<p><b>MINI CASE STUDY - Shoes4Us.com</b></p> <p>Three years ago, Shoes4Us.com was a start-up company in a Vancouver basement suite, with Sean Clark and his mom packing up shoes to ship to online customers. Today, Shoes4Us.com has 100,000 customers, with annual sales of \$3 million. The Vancouver-based e-commerce company will become the first online retailer to offer two-hour delivery to Canadians. The two-hour plan will start in Vancouver and Toronto with some selected footwear.</p> <p>“The faster you provide the product to customers, the more likely they are to come back. The sooner they come back, the higher their lifetime value with you is, they just spend more because they love the experience.” – Sean Clark</p> <p>The founder of the company has always believed that providing high-quality, most comfortable shoes with outstanding customer service is the best way to build a successful and sustainable business. As a result, the company does not advertise but instead relies on “word of mouth”, its website (Shoes4Us.com), and free publicity in</p>		

the media. Shoes4Us.com’s customers are mostly high-income individuals and families in Canada over 45 years of age.

Today about 50 percent of the shoes that Shoes4Us.com sells are shipped directly from the shoe manufacturers, the other 50 percent are stocked in Shoes4Us.com’s warehouses.

Sizing is a big test. “It’s not just your foot — it’s also the shoe, all the shoes are made different — a 10 in one (brand) is different than a 10 in another,” said Mr. Clark, who said the company is working with technology take a three-dimensional scan of every shoe it sells and match it with a three-dimensional view of a customer’s feet.

Like most start-up businesses, Shoes4Us.com has very limited financial resources needed for advertising or product research. They don’t have any regular (“brick and mortar”) retail stores at this point. Mr. Clark is thinking about opening his first retail stores in the near future, as he is hoping that this might help better showcase the brands they sell.

The Shoes4Us.com website, which offers free shipping for orders, plus free shipping for returns, has a 20-per-cent return rate. The average order is \$120. Shoes range in price from \$80 to \$500 per pair, depending on the shoe. Mr. Clark is hoping to see the return rate go down with improvements to sizing and the online images of footwear.

“Some customers like to open their own shoe shop in their living room,” said Mr. Clark. “People will order five pairs, decide which ones they like, and send two back. That’s the beauty of our model — it’s free shipping, it’s free returns.”

The next year will be critical for the success of Shoes4Us.com. It is expected that the online demand will continue to grow. Also, the new online payment apps available on market will make it even easier for customers to purchase the products on their mobile phones. At the same time, it is expected that the cost of running a full e-commerce store will increase by 25% in the next year with more major competitors entering the online shoe market.