UPES

End Semester Examination, December 2024

Course: Marketing Management **Semester: I**
Program: MBA All programs **Time: 03 Hours**
Course Code: MKTG 7001 **Max. Marks: 100**

SECTION A
10Qx2M=20Marks

S. N.		Marks	CO
Q1	Which of the following is an example of machine learning in consumer behavior analysis? A) Analyzing customer feedback through online surveys B) Creating customer personas based on demographic data C) Conducting After/Before testing on website design D) Predicting customer preferences based on purchase history	2M	CO1
Q2	In which stage of the new product development process does a company determine if the new product idea aligns with business objectives and market demand? A) Concept testing B) Idea generation C) Business analysis D) Commercialization	2M	CO1
Q3	One key risk of the freemium pricing model is that: A) It limits user acquisition B) It may lead to high customer churn C) Customers are unlikely to pay for premium features D) Marketing costs are higher	2M	CO1
Q4	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. A) Focus group B) Target group C) Ethnographic group D) Pilot group	2M	CO1
Q5	SBU is defined on dimensions of: A) Customer group, Customer need, Customer attitude B) Customer attitude, Customer behavior, Customer perception C) Technology, Customer need, customer group D) Customer group, Customer need, Customer perception	2M	CO1
Q6	Firms that want to be pioneers in new product development rely more extensively on___. A) Scanning the market for ideas B) Collaboration with other firms C) Extensive test marketing D) R&D efforts	2M	CO1

Q7	By using premarket testing, a firm can generate a _____ for the new product that enables it to decide whether to introduce the product or make modifications. A) stockholder report B) sales estimate C) loyal customer base D) marketing plan	2M	CO1
Q8	Which of the following best describes brand equity? A) The total revenue a brand generates each year. B) The legal protection a brand has through trademark registration. C) The perceived value and strength of a brand in the eyes of consumers. D) The total number of products a brand offers in its product line.	2M	CO1
Q9	The percentage of times a visitor leaves the site almost immediately, such as after viewing only one page is known as the _____. A) Click Path B) Hits C) Page views D) Bounce Rate	2M	CO1
Q10	Owned media is media controlled by the advertiser & includes mediums such as a website, a Facebook fan page or a YouTube channel. Is this true or false? A) True B) False	2M	CO1
SECTION B **4Qx5M= 20 Marks**			
Q11	How can concerns about data privacy affect customer trust in a brand? Give examples to support your arguments.	5M	CO2
Q12	Give an example of a brand that failed in India recently and explain the reasons for its failure.	5M	CO2
Q13	Explain significance of innovation adoption lifecycle with examples.	5M	CO2
Q14	Explain with examples how advancements in the packaging industry have impacted marketing.	5M	CO2
SECTION-C **3Qx10M=30 Marks**			
Q15	Discuss and analyze the difference types of virtual influencers and compare their effectiveness with the real influencers. Support your answer with examples.	10M	CO3
Q16	Identify at least five different ways technology disruption is changing the retail space with examples of retail brands that have pioneered or in the process of bringing about such changes.	10M	CO3
Q17	Air purifiers and water purifiers have increasingly made 'air' and 'water' marketable commodities in recent times. Analyze whether air purifiers and water purifiers have increased or decreased customer value preposition for 'Air' and 'water'. **OR** 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.	10M	CO3

	SECTION-D		
	2Qx15M= 30 Marks		
Q18	Read the text "*Xhadow Media Launches Female Virtual Influencer 'Sanvii' Powered by AI and 3D Visualization*" and answer the following question. Analyze the effectiveness and convergence of AI based virtual influencers vs real influencers for marketing and branding narratives with reference to Xhadow Media's '*Sanvi*'. Discuss implications of virtual influencers on society and marketing communication activities. Support your answer with additional examples.	**15M**	**CO4**

Xhadow Media Launches Female Virtual Influencer 'Sanvii' Powered by AI and 3D Visualization

Xhadow Media Pvt. Ltd., a pioneering player in the realms of Artificial Intelligence (AI) and 3D visualization technologies, has taken a leap into the future by unveiling their latest creation - 'Sanvii', the first female virtual influencer on Instagram in India. Sanvii, infused with cutting-edge AI, made her debut on Instagram, captivating audiences with her unique perspective, tastes, and aspirations that mirror the pulse of new generations in the country. Xhadow Media's journey into AI and 3D visualization has culminated in the creation of Sanvii, a digital entity that transcends boundaries between technology and creativity. By harnessing a blend of advanced AI algorithms and 3D visualization software, supplemented by in-house proprietary tools and pipelines, Xhadow Media has skillfully merged the realms of imagination and innovation to seamlessly integrate Sanvii into the digital landscape.

Sanvii, as conceived by Xhadow Media, is more than just a virtual influencer. Her presence on Instagram presents a captivating synthesis of trendsetting fashion, aspirational lifestyle content, and thought-provoking insights - all intricately designed to resonate with a diverse audience.

Xhadow Media Launches Female Virtual Influencer 'Sanvii' Powered by AI and 3D Visualization

With every post, Sanvii captures the essence of modern sensibilities and presents it in a way that's both relatable and inspiring. "We are witnessing the dawn of a new era in influencer marketing with the rise of Sanvii. This virtual influencer showcases the convergence of AI technology and artistic storytelling, delivering a refreshing narrative that resonates with audiences on multiple levels," remarked Shekhar Kumar, Chief Marketing Officer at Xhadow Media. "Sanvii isn't just a character; she's a dynamic embodiment of creativity and innovation."

Sanvii's presence on Instagram is already making waves. With an ever-expanding follower base, Sanvii is set to redefine influencer dynamics in India. Her posts range from exploring eclectic outfits to spotlighting the latest fashion trends, and even embarking on virtual travel escapades. Each piece of content is meticulously crafted to offer an immersive experience, leaving followers captivated by her charismatic presence. "Sanvii brings together the consistency of AI technology and the charisma of human-like qualities, creating a synergy that's both enchanting and relatable," added Kumar.
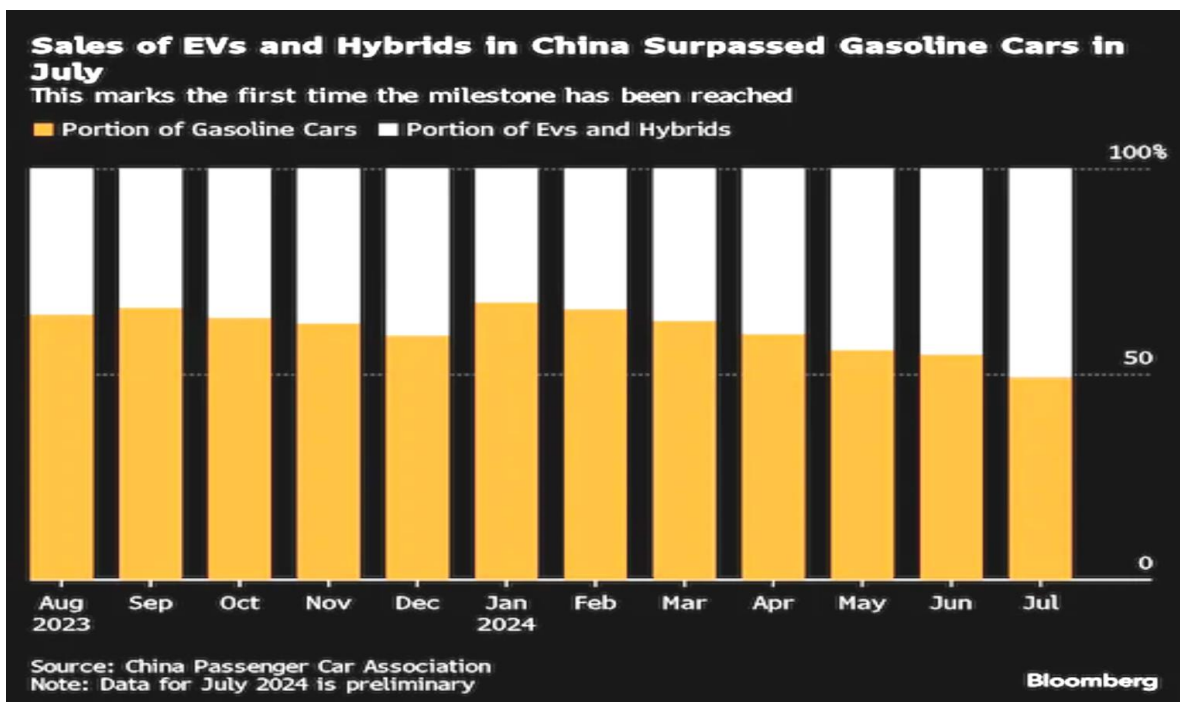
Q19.	Read the text "*EVs, hybrid vehicles set to exceed China's 50% car sales for first time*" and answer the questions that follow. With reference to the text analyze if the EV sales will outnumber vehicles powered on fossil fuel in other countries like India as well? Analyze futuristic scenarios where this might or might not happen and the implications it has on automotive industry. **OR** Identify the major players in the EV industry and do a competitive analysis using Porters five forces of competition for the Indian market.	15M	CO4

EVs, hybrid vehicles set to exceed China's 50% car sales for first time

Sales of electric vehicles and plug-in hybrids, which are counted under the category of new energy vehicles in China, rose to 879,000 units, making up 50.8 per cent of total sales.

By Bloomberg News

Electric vehicles and plug-in hybrids likely surpassed 50 per cent of all vehicles sales in China for the first time in July, even as the overall number of cars sold fell, marking a key milestone in the country's auto market. Sales of electric vehicles and plug-in hybrids, which are counted under the category of new energy vehicles in China, rose to 879,000 units, making up 50.8 per cent of total sales. New vehicle sales dropped 2 per cent to 1.73 million in July, according to preliminary figures released Wednesday by the China Passenger Car Association.

Sales of EVs and Hybrids in China Surpassed Gasoline Cars in July
This marks the first time the milestone has been reached
■ Portion of Gasoline Cars ■ Portion of Evs and Hybrids

Source: China Passenger Car Association
Note: Data for July 2024 is preliminary

Bloomberg

The milestone shows that the EV industry continues to enjoy strong momentum in China even as demand slows in the rest of the world. Wang Chuan fu, the CEO of the world's largest EV and hybrid manufacturer BYD Co., had predicted China reaching Wednesday's milestone at an event in March, when EV and hybrid deliveries on a weekly basis were close to or surpassed 50 per cent of all sales. He also added the industry was entering the elimination stage of the race.

The fall in July's overall car sales was mainly due to a drop-off in the second half of the month as some automakers idled production for their annual summer break. Sales also fell off after some manufacturers reduced discounts as an industry price war abated, the association wrote in a post on its WeChat account. The slide is part of a larger indication that spending on autos remains weak in China. Car-related spending in the first half of 2024 was down about 1.1 per cent from a year earlier. The state economic planner and financial ministry last month unveiled additional funding to boost consumption, including doubling subsidies for trading old cars for new ones to 20,000 yuan ($2,800). While competition on prices continues, there are signs some carmakers are looking to reduce their discounts. Some BMW dealers have raised prices, prompting Audi and Mercedes-Benz to consider following suit, local media reported. BYD meanwhile continued to slash prices, cutting prices of the Leopard 5 model under its premium Fang Cheng Bao brand by up to 17.2 per cent.

Beijing also relaxed the requirements for getting auto loans and continues to run campaigns to promote EVs in smaller cities and rural areas, hoping to find new drivers of growth.