

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, December 2018**

**Course: Marketing Management**

**Course Code: CLNL 2015**

**Semester: III**

**Programme: BBA LLB Corporate Law/BIF&IT**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions:**

- Section A-Objective type -**10 marks.**
- Section B-Short answer type -**20 marks.**
- Section C- **20 marks.**
- Section D-Application based Case study -**50 marks.**

**SECTION A**

| S. No. |  | Marks                     | CO         |
|--------|--|---------------------------|------------|
| Q1     | i) Advertisements sells the solution or a dream but not a fact. (True/False).<br>ii) Stronger the consumer loyalty, lesser you will be expense on promotion. (True/False)<br>iii) A brand saves peoples time, and this is worth money. (True/False).<br>iv) A brand must be given a personality; it must have traits that speaks company's intentions. (True/False).<br>v) Bills and brochures adds tangibility to the services offered to the client. | <b>2 marks each= (10)</b> | <b>CO1</b> |

**SECTION B (Any two)**

|    |   |           |            |
|----|---|-----------|------------|
| Q2 | What do understand by New Product Development? Discuss the process, which is been followed by the marketers to develop a new and an innovative offering which is technical in nature and has shorter PLC.       | <b>10</b> | <b>CO2</b> |
| Q3 | What is physical distribution management? Explain various elements involved in distribution?  | <b>10</b> | <b>CO3</b> |
| Q4 | What do you understand by Segmentation, Targeting and Positioning. Why it is important to segment the market on the various parameters before targeting and position. What are various grounds of segmentation? | <b>10</b> | <b>CO4</b> |

**SECTION-C (Any two)**

|     |   |           |            |
|-----|---|-----------|------------|
| Q 7 | Discuss the process of buying behavior for a luxury car.  | <b>10</b> | <b>CO4</b> |
| Q8  | Draw the organizational structure of a full-fledged advertising agency and discuss the role of client servicing department. | <b>10</b> | <b>CO3</b> |
| Q9  | Discuss the ethical legal concerns pertaining to product/service delivery to the customers?                                 | <b>10</b> | <b>CO2</b> |

**SECTION-D**

Q10

### Case Study: Advertising Strategies of The Times of India

The Times of India (TOI) is one of the leading newspapers in India. It is the largest circulated English newspaper in India. It represents the growing influence of Indian middleclass and the value of English education in the country. The Chief Manager of advertising at The Times of India was evaluating effectiveness of its campaign in building The Times of India as a national brand. Most of the advertising in the past has been functional in nature. It has concentrated on promoting Times of India as a brand with functional elements like 'largest circulated' English newspaper; most upmarket newspaper; the newspaper with a grip on future and other relevant functional attributes which are common for a newspaper. Recently they have shifted to emotional platform where the newspaper is being projected as something that chronicles the aspirations of Indians. It reflects struggle, turbulence, success and failure in an Indian's life. He was wondering whether such an advertising campaign will help in changing the outlook of people towards the newspaper. He needs to evaluate the rationale and come up with answers to few of the questions.

#### India as a Nation of Newspaper Readers

There are 300 newspapers in India. The Times of India is the largest English newspaper in India and second largest English broadsheet newspaper in the world. There are more than 8 million readers who pick up TOI everyday in India. This represents a growth of almost 30% to the previous year and defies the gleaming outlook towards newspaper industry due to advent of television in India. It is the reigning king in most of the cities in India. The Times of India offers the largest reach among newspapers in socio economic categories most coveted by advertisers- sec A and sec B and eight of every ten readers belong to sec B class. It is ranked as the six best newspapers of the world. Just ten years ago this newspaper was sold only 845000 copies and today its circulation has gone well above three million copies a day. The company has followed a world war-II strategy called *pincer movement strategy*. It is based on twin thrust of editorial value additions and audacious pricing. More readers chose times of India because it give them more for less.

#### Times of India-The Newspaper Product

The Times of India as a newspaper offers a buffet of contents spread over a diverse range of interesting. From hard, political analysis to soft trend related news reports, to spiritual and metaphysical stories. News in developed and interpreted with a more local focus and an equally strong global context. There is a strong emphasis on encapsulating news in lucid info graphs and illustrations. Cartoons and caricatures are used to create humor and cheer them for the day ahead. News stories are kept short and crisp to save the reader's time. A typical paper runs into anywhere between 24 and 32 pages and carries daily city centric life style and other supplements such as Delhi Times, Bombay Times, Kolkata Times and related supplements like Education Times (Education), Ascent (Careers) and Times Property (Real Estate). The supplements recognize the reader's widening scope of interests. Across the main newspaper and the supplements, there is a strong emphasis on local content. Individual editions reflect the local character of their geographic region while being true to the brand philosophy

|         |   |    |     |
|---------|---|----|-----|
|         | <p>to the core. In May 2002, TOI came out with a slicker launch in International standards. In 1992, with an invitational price offer, the cover price was halved and the content in the newspaper was dramatically increased. Primed up local coverage, additional pages for sports, business and entertainment with color, graphics, cartoons became the key elements of Times of India new editions. In June 2003, The TOI offered its hindi newspaper Navbharat Times (NT) with the English newspaper at a special price of Rs 75 per month. It was a great scheme as existing readers of Navbharat Times got an opportunity to read the English newspaper for only a small amount. Moreover, people could buy a package for their family. Both the newspapers have different editorial feel and frequently varying viewpoints. So the reader got a chance to have different perspective of exposure. In less than 30 days, The TOI-NT combo could move 200,000 orders. In July 2003, TOI offered its second combo offer TOI with Economic Times at the same attractive price of Rs 75 and the response was overwhelming. In early 2003, TOI in Delhi became the first newspaper to go full colour. This was in line with company's urge to innovate and the reader's sensitivity to style and penetration. TOI embraced technology in earnest in the whole value chain. From receipts of advertising to production of the newspaper, the company makes extensive use of technology, allowing the newspaper to interact with customers and advertisers on real time basis, coordinate the scheduling and page making functions and print and volume smoothly on a sustained basis.</p> <p>The advertising campaigns can be classified as a set of unified and well planned programs in which the finger is on the pulse of the audience. The advertising campaign of TOI tries to touch every Indian's life. They have moved from functional, circulation based advertising claims to establish an emotional chord with readers. They have used a set of emotions from hard realty to humour, from slice of life creative to those celebrate a day in an average Indian's life. The common thread has been a distinct 'true to India' style, which has led to appreciations from readers and a host of awards in various advertising functions. The campaigns represent the period in which we live. The 50 years of freedom campaign launched in 1997 subtly brought out the various facets of life in India. The advertisements have highlighted the 'Indian-ness' in all the campaigns and reflected how TOI is a part of this great journey of Indian-ness. Now they need to move ahead and develop a campaign which can highlight their success and also build similar brand values across all the newspapers and supplements.</p> |    |     |
| Q10 i   | What factors have contributed to the success of Times of India/ What strategies they have followed in Indian market?  | 10 | CO1 |
| Q10 ii  | Evaluate the advertising campaign of Times of India. What are the learning lessons from these campaigns?  | 10 | CO3 |
| Q10 iii | How the goals of integrated view of all editions can be achieved through a modified advertising campaign?   | 10 | CO4 |
| Q10 iv  | Suggest an advertising campaign for Times of India covering the objectives, message and media decisions?  | 10 | CO4 |
| Q10 v   | What all emotions were used by TOI to capture the India hearts? What is true to India style for TOI?  | 10 | CO4 |

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**SECTION A**

| S. No. |  | Marks                     | CO         |
|--------|--|---------------------------|------------|
| Q1     | i) Promotional evidence is one of the (P) tools of service marketing (True/False).<br>ii) Consumer delight comes from the augmented product/service (True/False).<br>iii) Penetrative pricing strategy means high product pricing. (True/False).<br>iv) 3 <sup>rd</sup> P-Place has to do with channel members and their important role in the supply chain. (True/False).<br>v) Marketing starts before a product exists. (True/False). | <b>2 marks each= (10)</b> | <b>CO1</b> |

**SECTION B (Any Two)**

|    |   |           |            |
|----|---|-----------|------------|
| Q2 | What are various pricing strategies that are adopted by marketers for different kinds of products, discuss. | <b>10</b> | <b>CO2</b> |
| Q3 | Discuss the Model of consumer/buyer behavior in detail.   | <b>10</b> | <b>CO3</b> |
| Q4 | Why it is so important to segment the target market? What benefits companies derive from it?                | <b>10</b> | <b>CO4</b> |

**SECTION-C (Any Two)**

|    |   |           |            |
|----|---|-----------|------------|
| Q5 | What are various dimensions' of channel designs? How channel design decisions are taken? explain with an example.                 | <b>10</b> | <b>CO4</b> |
| Q6 | Draw the organizational structure of a full-fledged advertising agency and discuss the role of each department in detail.         | <b>10</b> | <b>CO3</b> |
| Q7 | Enumerate legal, ethical and social aspects of marketing in today's era of consumerism, with special reference to advertisements. | <b>10</b> | <b>CO2</b> |

**SECTION-D (50 Marks)**

|     |  |  |  |
|-----|--|--|--|
| Q10 | <b>Wherever the Sun Shines...</b> ( <i>Authors: K Ramya and A Velumani</i> )<br>The 'eco' industry If India has to develop at rates of above 8 percent in the years to come and achieve its mission of being a developed nation by 2020, the most crucial sector that needs to be focused upon is power. Currently, India has over 1,67,077 MW installed capacity of power generation and yet there is energy shortage of 9.6 percent*. This gap needs to be addressed. The target for power requirement for 2020 is expected to be around 400000 MW. Even with full utilization of all existing commercially exploitable domestic hydrocarbon, hydroelectric and non-conventional resources, this |  |  |
|-----|--|--|--|

level of increased generation capacity cannot be sustained for more than a few decades. For a large country like India, bulk imports of fuel or energy are neither affordable nor strategically prudent. Among various sources of energy, Solar looks the most promising source. India, with about 300 clear sunny days in a year, is well endowed by nature to harness this clean source of energy. With regard to the technology, solar photovoltaic and solar thermal follow concentrating technologies that are effective in collecting solar energy. The government, after carefully studying the escalating prices of non-renewable sources of energy like coal and the negative environmental impact that they cause, has come up with The Jawaharlal Nehru National Solar Mission, an ambitious but achievable mission that plans to produce 20 GW of solar power by 2020. The solar energy has a wide range of applications like water heating, space heating, process heat generation, water treatment, power generation, refrigeration and air-conditioning, air heater for drying, etc. Research in the field of solar energy is gaining momentum. Solar power is currently prohibitive due to high initial cost of deployment. To spawn a thriving solar market, the technology needs to be comparatively cheaper. i.e attaining cost parity with fossil or nuclear energy. The sunrise B company ABC Limited is one of a very few indigenous solar thermal energy research companies in India. This company has been involved in research and development, design and fabrication, and testing of solar thermal system employing the Linear Fresnel Reflector (LFR) concept since 2007. The company has been established with the clear vision of providing abundant supply of renewable energy for the country's development using indigenous technology and to develop clean earth technologies. The company has designed, developed and demonstrated the LFR direct steam generating system that employs 1404 Sq.m. of mirror collection area. This is perhaps one of the largest solar thermal research facilities in the country which could deliver 600 KW of thermal energy at peak solar insolation. The advantages of LFR system are the direct steam generation, simpler construction, lower cost, lower land requirement, fixed receiver, and easy integrating with the existing steam generating system. The company has been successful in its R&D activities and has moved forward to commercialization in a short span of 5 years. The company has bagged its debut government project in the northern part of India through a tender, competing against eight other players in solar thermal segment. Despite being indigenous in design and development, the company could instill confidence amidst the other key players. And now, the company has started with its second project in southern India. The company is on the look out to drive this clean technology to potential industrial consumers thereby enabling a 'green India'

**Make hay while the sun shines** While the industrial use of solar thermal is effective in its infancy, there is huge potential particularly for low temperature needs. The potential customers of these untapped resources are the dairy industry, textile mills, chemical plants, pulp and paper, rubber, agricultural drying etc. who use direct steam in their business processes. The conversion efficiency of energy from sun to steam is highest when compared to any other form of conversion. Also there is almost zero recurring cost and maintenance costs are very negligible. Capital subsidy, low interest loans, reduction of duties and 80% depreciation in the first year are the benefits to industries embracing solar energy. The industrial consumers would embrace the concept of 'leap frogging' for sustainable development which may accelerate development by skipping inferior, less efficient, more expensive or polluting technologies. The concept of leapfrogging was originally used in the context of economic growth theories and

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|         | <p>industrial organization innovation studies with specific focus on competition among firms. It is based on Joseph Schumpeter's notion of 'gales of creative destruction'. The adoption of solar energy technologies would help the industrial consumers not to adapt to energy infrastructure based on coal or fossil fuels but 'jump' directly into the solar age. Despite these promising benefits, the one haunting question for these industries would be about the reliability of solar power despite the high cost of installation. The next leap But the cutting edge technology alone will not guarantee market success for ABC Limited. It must be incorporated into products that deliver benefits such that at least some segment of consumers will consider to be worth its price. Framing marketing strategies is also critical to the success because even the most technically sophisticated and well-designed products are likely to fail unless potential customers know they exist, can acquire them easily and think they are worth the money. ABC Limited has identified the potential industrial consumers in general and dairy industry in specific, to which the solar thermal technologies would be introduced in large scale. The company prefers to prioritize its target sector rather than hitting all. It has special interest in dairy industry as India is rich in dairy resources and that dairy industry in India is still not hi-tech in its operations. Also, dairy industry uses direct steam for most of its processes like cleaning, pasteurization etc and more important dairy industry operates with larger space which is one of the prerequisites for solar thermal plants. Further, it was found that the possible annual fuel replacement would be 70% for dairy industries. The major challenges in front of the company are the development of a strategic plan, creation of a sustainable business model, and definition of the requirements to successfully launch and implement solar thermal plants. The company has to identify the primary fulcrum of market success. It also needs to spot the market drivers for their business.</p> |           |            |
| Q10 i   | Discuss the importance of strategic plan/marketing plan for ABC Ltd.  | <b>10</b> | <b>CO1</b> |
| Q10 ii  | To what extent do you think Indian companies would embrace the “leapfrogging” concept?  | <b>10</b> | <b>CO2</b> |
| Q10 iii | Where would you fit ABC Company in Ansoff’s Product/Market Matrix f? Justify along with the strategies to be followed.  | <b>10</b> | <b>CO5</b> |
| Q10 iv  | How could ABC Limited ensure “reliability” amidst industrial consumers?   | <b>10</b> | <b>CO4</b> |
| Q10v    | Do the SWOT Analysis of the ABC Company.  | <b>10</b> | <b>CO4</b> |