

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Online End Semester Examination, May/June 2021

Course: Marketing Management

Semester: II

Program: BBA (CORE)

Time: 3 Hours

Course Code: MKTG - 2001

Max. Marks: 100

SECTION A

- 1. Attempt all questions. Each question carries 5 marks.**
- 2. Instruction: Complete the given statements.**

S.N.	Questions	CO
Q1	In the marketing environment, microenvironment includes _____, _____, _____ and macro-environment includes _____, _____ and _____. (Any three for each)	CO1
Q2	The four important sources of consumers' information searches are _____, _____, _____ and _____.	CO1
Q3	Define: (a) Freemium (b) Product Line	CO1
Q4	The three elements of customer value are _____, _____ and _____.	CO1
Q5	The four major limitations of sales promotions are _____, _____, _____ and _____.	CO1
Q6	Showrooming and Webrooming refers to _____ and _____ respectively.	CO1

SECTION B

- 1. Attempt all questions. Each question carries 10 marks.**
- 2. Instruction: Write your views/arguments. Give suitable examples to justify your views.**

Q7	Comment on the following statements: (a) Consumers buy brands not products. (b) Distribution channels and their functions are unnecessary in modern technology-driven business scenarios.	CO2
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Director R&D in USA. The company develops different types of high protein products which were marketed through a large number of departmental stores throughout USA. Dr. Chakraborty was seriously thinking of returning to India and settling down in his hometown of Bangalore. He was also toying with the idea for the last two or three years to set up a plant to produce high protein products in India. During his earlier visits, after talking to different people, he had noticed the availability of Soyabeans in abundance. He had carried out several experiments and had developed what he called “**Soyabean Milk**”. He felt that for a country like India with the majority of the children being undernourished, this would be an ideal product.

Soyabean Milk would have some percent of normal milk, water and other raw materials added to give it a high protein value. It will be pasteurized, so refrigeration would not be essential and will have almost the same or even better life than average milk. Soyabean Milk would cost about 15% more than the regular milk, which, he felt was justified due to its high protein values. As he was very far from his potential market, he first wanted to ascertain the feasibility of his project. He had several questions to which he wanted the answers. Some of them were: (i) whether the tradition bound Indian population would accept a new product like Soyabean Milk? (ii) In which town should he set up his first plant and of what capacity? (iii) In what form should he introduce the Soyabean Milk? As a substitute to normal milk or by adding different flavors as a competitive product to the already existing soft drink market? (iv) what sort of distribution arrangement should he have?, and (v) What types of promotional mix should he use to attract potential customers to use Soyabean milk?

Technically, he was confident about the production of Soyabean Milk. Marketing-wise and commercially, whether such a project will be viable, was his main doubt. His friends had informed him that recently two companies have already introduced Soyabean Milk in India which was, however, very costly in the market. This did not worry him much as he felt that his product would be superior and that with such a large population in India, even a dozen competitors should do reasonably good business. Thus, he felt encouraged by the news of two companies introducing the Soyabean Milk.

Questions:

- (a) How do you evaluate the pros and cons of Dr. Chakraborty's Soyabean Milk idea for Indian population? **5**
- (b) You are appointed as marketing consultant for analyzing marketing feasibility of the project, what solution would you offer to Dr. Chakraborty for his concerns stated in second paragraph? **10**
- (c) Dr. Chakraborty feels satisfied about high price of Soyabean Milk due to its high protein values. Do you agree with him? Justify. **5**