Name: Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Online End Semester Examination, May/June 2021

Course: Marketing Management

Program: BBA (CORE)

Course Code: MKTG - 2001

Semester: II

Time: 3 Hours

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,	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.

	Comment on the following statements:	
Q7	(a) Consumers buy brands not products.(b) Distribution channels and their functions are unnecessary in modern technology-	CO2
	driven business scenarios.	

Q8	"Marketers must monitor the stage of product in Product lifecycle and changing nature of market competition in order to frame effective marketing mix strategies." Substantiate this statement and explain marketing mix strategies in various stages of PLC. Give examples.	CO2		
Q9	Discuss in brief the various pricing methods used by marketers. Suggest suitable pricing strategy for the following products: (a) Organic food products (b) Mineral water bottle (c) New OTT platform by PVR (d) New domestic airline	CO3		
Q10	"Market segmentation is important for target market and target market is important for product positioning." Elaborate with examples. Explain the positioning of the following brands/products: (a) Red Bull Energy Drink (b) Dream 11 (c) Tesla (d) Royal Enfield (e) India Post (f) Xtrapremium Petrol	CO3		
Q11	The world is taking up a healthier turn for good as people seem to accept the inclusion of organic food as a part of their daily life. And why not, one should always consume the safest produce. Yet, the rate of adoption has been slow in the Indian market. Indian population, which represents almost 20% of the world's population, consumes less than 1% of world's total organic produce, despite having the largest organic farmland. To what extent, do you think that COVID pandemic and health-related concerns will change the consumer behaviour towards organic food products? Using demographic and psychographic variables, prepare the profile of target customers who could be targeted for organic food products. Also, briefly suggest the promotional methods you would use to attract potential customers.	CO3		
1. 2.				
Q12	Case Study: Challenges in New Product Development - Soyabean Milk After obtaining PhD degree with specialization in 'High Protein Products' from University of California, Dr. D.S. Chakraborty joined a company HyPro Inc. as	CO4		

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