

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2021

Course:
Entrepreneurial
Marketing
Program: BBA
FBE
Course Code
Mktg 2032P

Semester: V
Duration: 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
(Type the answers in test box)

Objective Type Questions/Definitions/fill in the blanks
True/False

(Q 2X10=20 marks)

Q. No.		Marks	CO
1	Innovation is the specific instrument of Entrepreneurship – True /False	2	1
2	Payback period is the length of time required to recover cash the initial cash in the project True/False	2	1
3	Entrepreneur generates revenue for the government True/False	2	1
4	Brainstorming is a group method of generating new ideas for Entrepreneurs True/False	2	1
5	Brand Equity means Outcomes of a Brand True/False	2	1
6	What are the new elements of Marketing mix?	2	1
7	Define public relations?	2	1
8	What are the functions of a retailer ?	2	1
9	What is Skimming price?	2	1
10	What is viral marketing?	2	1
		20	

SECTION B
(Scan and upload)

(Conceptual based question)

4Q x5M=20 Marks

Q. No.		Marks	CO
1	What is Green Marketing ? explain with examples	5	2
2	What is Market Segmentation? Why is it important for Entrepreneurs ?	5	2
3	Explain the Importance of creating a Brand for Entrepreneurs?	5	3
4	Explain the objectives of Pricing ?	5	3

Total		20	
SECTION C			
<i>(Scan & Upload)</i>		Q 3 x10 M=30 Marks	
(Descriptive/Analytical Questions)			
Answer any three questions			
Q.No.		Marks	CO
1	Explain the functions of Marketing with special reference to Entrepreneurs with relevant examples	10	3
2	Explain the Importance of Product Life Cycle for Entrepreneurs with suitable examples?	10	3
3	What are various factors in the marketing environment which must be kept in mind while designing marketing strategies? Elaborate with illustrations	10	3
4	What is Brand ? Explain the role of Branding in the success of the product?	10	3
		30	
SECTION-D			
<i>(Scan and upload)</i>		2Qx15M =30 Marks	
(Case Studies/ Application Based Questions)			
Answer any two questions			
Q.No.	CASE STUDY	Marks	CO
	<p>Incredible Shrinking Potato Chip Package</p> <p>Topic: Cost vs. price vs. value issues</p> <p>Characters: Julie, Brand Manager for potato chips at a regional salty snacks manufacturer Dave, Marketing Director for the regional salty snacks manufacturer Julie has been concerned about the profitability of the various items in her line of potato chips. According to her potato suppliers, the recent drought caused a 35 percent reduction in the potato crop compared to one year ago, resulting in a 25 percent hike in potato prices to large buyers like Julie's company. Potatoes accounted for almost all of the content of her chips (which also consisted of vegetable oil, one of three different flavoring spices, and salt), plus there were packaging costs. To hold the line on margins, which of late had been slim at only about 5 percent due to fierce competition from several other local and regional brands, Julie would need to raise potato chip prices about 15 percent. On her most popular 7.5 oz. size, which had a price spot of \$1.59 on the package, this would require a price hike of \$.24, bringing the price up to \$1.83. Julie wondered what would be the appropriate strategy to deal with this unfortunate circumstance. She was very reluctant to raise the price to maintain the margin. First, she</p>		

	<p>feared incurring the bad will of her loyal customers; it wouldn't be perceived as fair by them. Moreover, she was worried about competitive responses; her other larger competitors might be willing to incur a loss in the short-run to keep their customer bases and to attract price-hiking rivals' customers. Julie couldn't afford such a strategy since she was evaluated solely on the basis of monthly net profits. Historical data in this industry revealed another possible competitive maneuver in the face of rising ingredient costs: hold the line on prices and package size while reducing the net weight of the package.</p> <p>Julie was concerned that this might be a deceptive practice. She recalled from a Consumer Behavior course she had taken in college a concept known as the "just noticeable difference." This said that relatively small changes in a stimulus (such as a price hike or content shrinkage) go unnoticed by consumers. Julie felt intuitively that the price increase necessary to maintain margins would be noticed, given the price sensitivity of buyers for snack foods. However, the past industry data suggested that perhaps buyers might not notice the package size reduction needed to sustain profits, which in this case would be 1.1 ounces.</p> <p>Julie asked her boss, Dave, the Marketing Director, about the advisability of reducing the net weight of the potato chips. Dave said that this was a practice known variously as "downsizing" and "package shorting." It was a very common practice among packaged goods manufacturers. For instance, he said, candy bar manufacturers are subject to constantly fluctuating ingredient prices, and because there are expected ("fair" or "reference") prices for candy bars, package sizes are frequently adjusted without informing consumers. Jim said that was a nonissue since marketers have been above board in labeling products accurately as to weight, serving size, price, and quantity. Furthermore, the Food and Drug Administration had no laws against the practice. Dave recommended downsizing the potato chips, but he made it clear to Julie that the ultimate decision was up to her. Julie still had her doubts. After all, it would seem that consumers who are in the habit of buying a particular product size generally don't scrutinize the net weight label on subsequent purchases. If this were true, it seemed to Julie that downsizing would be a deceptive practice.</p> <p>Questions :</p>		
1	a)What actions should Julie Take? b)Is it proper to downsize if many others in the Industry are doing it?	15	4
2	c) How can Julie maintain trust with customers and Increase Profitability? d) Do the benefits of making profits outweigh the Interest of Consumers? Or	15	4
3	e)Should Julie raise prices ?why? f) What is the Marketers duty in informing the consumers about the price& size?	15	4
		30	

