

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, December 2023**

**Course: New Product Development and Marketing**

**Program: INT-BBA-MBA**

**Course Code: MKTG3019**

**Semester: V**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions: All questions compulsory**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	<b>Multiple choice questions</b>	<b>2 marks each</b>	<b>CO1</b>
i)	A detailed version of a new idea stated in meaningful customer terms is called a  a) Product proposal b) Product movement c) Product image d) Product concept e) Product idea		
ii)	A manufacturer with a product in the decline stage of the product life cycle might decide to _____ if it has reason to hope that competitors will leave the industry.  a) Drop the product. b) Maintain the product without change. c) Harvest the product. d) Delay planning e) Search for replacements		
iii)	Arrange the steps of novel design thinking process in a sequential order. a) Define b) Test c) Prototype d) Empathize e) Ideate		

iv)	<p>During which stage of new-product development is management most likely to estimate minimum and maximum sales to assess the range of risk in launching a new product?</p> <ul style="list-style-type: none"> <li>a) Concept testing</li> <li>b) Business analysis</li> <li>c) Marketing strategy development</li> <li>d) Product development</li> <li>e) Test marketing</li> </ul>		
v)	<p>The Packaging Design Test that ensures the dealers find the product attractive and convenient to handle easily is known as:</p> <ul style="list-style-type: none"> <li>a) Structuring Test</li> <li>b) Dealer Test</li> <li>c) Optical Test</li> <li>d) Storing Convenience</li> </ul>		
vi)	<p>Product cost can be reduced by considering the following aspect(s) at the design stage</p> <ul style="list-style-type: none"> <li>a) Minimum number of operations</li> <li>b) Unnecessary tight tolerance should not be provided</li> <li>c) Design should consist of standard parts</li> <li>d) All the above</li> </ul>		
vii)	<p>Mattel's Barbie 1s an example of an age-defying product. Barbie, simultaneously timeless and trendy, is in the _____stage of the PLC.</p> <ul style="list-style-type: none"> <li>a) Growth</li> <li>b) Adoption</li> <li>c) Introduction</li> <li>d) Maturity</li> <li>e) Decline</li> </ul>		
viii)	<p>Schmidt Steel Corporation lacks the confidence, capital, and capacity to launch its new steel product into full national or international distribution. Even though test market results look promising, what will be management's next step?</p> <ul style="list-style-type: none"> <li>a) Develop a prototype.</li> <li>b) Develop a planned market rollout over time.</li> <li>c) Secure a loan to provide confidence, capital, and capacity.</li> <li>d) Seek the help of a nationally known consultant.</li> <li>e) Retest the product in additional markets.</li> </ul>		
ix)	<p>Under what circumstances might it be wise for a company to do little or no test marketing?</p> <ul style="list-style-type: none"> <li>a) When the costs of developing and introducing the product are low.</li> </ul>		

	<ul style="list-style-type: none"> <li>b) When management is not sure of the product.</li> <li>c) When management is not sure of the marketing program.</li> <li>d) When a new product requires a major investment.</li> <li>e) When the product has no substitutes and is new in its category.</li> </ul>		
x)	<p>The "simplicity to operate and easy to understand" of product is concerned with its following aspect.</p> <ul style="list-style-type: none"> <li>a) Functional aspect</li> <li>b) Operational aspect</li> <li>c) Durability aspect</li> <li>d) Aesthetic aspect</li> </ul>		
<b>SECTION-B</b> <b>4Qx5M= 20 Marks</b>			
<b>Q2</b>	<b>Write short answers</b>		<b>CO2</b>
i)	With the help of examples elaborate the classification of products.	<b>5 marks</b>	
ii)	How do we assess competitor's strategies.	<b>5 marks</b>	
iii)	With the help of an example explain why generally products fail	<b>5 marks</b>	
iv)	What are the reasons for Amazon's success in the Indian market?	<b>5 marks</b>	
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
<b>Q3</b>	<b>Write long answers</b>		<b>CO3</b>
i)	You have been asked to advise on a company's new range of toilet soaps, for the highly competitive premium segment of the Indian market. What are the considerations that you would like to assess before advising on the pricing decision? Explain the factors that would influence your advice	<b>10 marks</b>	
ii)	Assume that your product is a line of health care products. Prepare a business plan outlining the strategies, how you'll create the product and sell it to customers to earn money from it.	<b>10 marks</b>	
iii)	<p>To get on your target customer's radar, trying out some creative marketing techniques could be your best bet. What are the ways to generate buzz and address the audience's most pressing needs with the product you've created?</p> <p style="text-align: center;">OR</p> <p>To survive in the market, in the long run, companies need to discover the winning formula in their product design. Identify five brands and explain how they have developed a unique product feature for surviving in the long run in the market.</p>	<b>10 marks</b>	
<b>SECTION-D</b> <b>3Qx10M= 30 Marks</b>			
<b>Q4</b>	<b>Case Study</b>		<b>CO4</b>
	<p>Private-label products - also known as own label or store-brand products are rapidly stealing market share from established brands. In part, this is because own-brand products are usually priced well below their branded equivalents. But private labels are no longer competing on price alone. Exclusive deals with big retailers and heavy investment in product</p>		

innovation have made private-label brands more attractive for the cost-conscious shopper.

Private-label goods are not new. It is more than 20 years since Sam Walton, the founder of Wal-Mart, introduced a pet food called 01' Roy, named after his favorite hunting dog. The product now outsells the big national brands. But the US slowdown has encouraged US retailers to devote fresh attention to a part of their business that offers higher than- average profit margins and a chance to differentiate themselves from their rivals.

A recent JP Morgan analysis of the grocery industry found this month that store brands are gaining market share in 55 of the 61 categories it monitored. The businesses suffering most from the incursion of private label are often those where the market leader has stumbled and failed to keep an old product up to date, such as Campbell's Soup. In part, this is because private labels have shed its cheap and cheerful image and large stores such as Wal-Mart have invested heavily to ensure that their own branded produce keeps up with innovations in their categories. On rare occasions, private label suppliers have even beaten their branded rivals to the punch. Co-operative Group, the UK retailer, rushed out liquid detergent capsules before Procter & Gamble and Unilever, the two giants of the laundry industry, could bring their own new products to market.

Dan Barry of Merrill Lynch says retailers are focusing on investing in such innovations more than ever: 'The quality of private label [goods] is dramatically better than it was 10 years ago.' But private-label goods serve another purpose for retailers: 'They are using it at the opening price level, where the branded guys don't have what they need.' In short, as companies such as Procter & Gamble and Unilever have sought to increase returns by focusing on high-margin, top-of the-range goods, they have neglected the cheaper end of the market.

A.G. Lafley, chief executive of P&G, says he sees private label as a relatively small problem in most of the group's categories, which range from nappies to toothpaste. 'We don't want to be in the commodity end of

	<p>the market. We want to be in the differentiated end of the market,' he says. He admits, however, that competition from private label has been a factor in considering which businesses it no longer wants to be in. 'People ask why we're getting out of Crisco [cooking oil],' he says. 'In cooking oils you have a couple of brands and a lot of private label, because it is essentially a commodity.' Mr Lafley says that P&amp;G decided it no longer wanted to compete in such a business as more consumers switch to olive oil.</p> <p>Consumer-branded companies are also responding by seeking private-label status for some of their own products. Retailers such as Target and manufacturers such as P&amp;G have signed agreements ensuring that certain products will appear only in certain stores. While store brands are gaining significant ground in the US, they have never been as large a force in North America as they have in much of Europe. Ahold says private label contributes one-third of its revenues in the Netherlands and Scandinavia, compared with just one-fifth in the US. In the UK, own label goods often account for more than half of a supermarket's sales.</p>		
	<p>Q1. Discuss the problems/issues in the case Q2. What are your suggestions to businesses who have suffered from incursion of own labeled brands?</p>	<p><b>15 marks</b></p> <p><b>15 marks</b></p>	