

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Marketing Management

Programme: MBA (ET+BA)

Time: 03 hrs.

Instructions:

Semester: I

Course Code: MKTG7001

Max. Marks: 100

SECTION A

S. No.		Marks	CO
Q 1	Attempt all questions. Each question carries 2 marks.	20	
	<p>Q1. i) Demand which exists for controversial products can be classified under</p> <ul style="list-style-type: none">a.) Unwholesome demandb.) Full demandc.) Latent demandd.) Irregular demand <p>ii) Energy cost is _____</p> <p>iii) Which of the following is NOT a part of support activity given by Michael Porter</p> <ul style="list-style-type: none">a) Operationsb) Procurementc) Technologyd) Firm infrastructure <p>iv) j.n.d. means _____</p> <p>v) Backward integration means _____</p> <p>vi) Which of the following is not a part of BCG matrix?</p> <ul style="list-style-type: none">a.) Cash cowsb.) Dogsc.) Skyd.) Stars <p>vii) Which of the following is correct sequence for relationship marketing?</p> <ul style="list-style-type: none">a.) Suspect, prospect, first time customer, repeat customer, member, client, advocate, partner		CO1 CO2

	<p>b.) Suspect, prospect, first time customer, repeat customer, client, advocate, member, partner</p> <p>c.) Suspect, prospect, first time customer, repeat customer, client, member, advocate partner</p> <p>d.) Suspect, prospect, first time customer, repeat customer, client, member, partner, advocate</p> <p>viii) Product concept means _____</p> <p>ix) Which of the following movement of SBU within BCG matrix quadrants is not possible directly?</p> <p>a) Questions marks to Dogs</p> <p>b) Stars to Cash Cows</p> <p>c) Question marks to Cash Cows</p> <p>d) Cash Cows to Dogs</p> <p>x) Individual market is _____</p>		
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SECTION B

	<i>Attempt any 4 questions</i>		
Q1.	Explain the different probability and non-probability sample types.	5	CO2,3
Q2.	Explain BCG matrix with the help of diagram.	5	CO1,2
Q3.	What is diversification? Explain different types of diversification strategies.	5	CO1,2
Q4.	Explain the significance of culture in marketing keeping different cultures of India.	5	CO2,3
Q5.	Explain the psychological factors that influence consumer-buying behavior.	5	CO 1,2

SECTION-C

	<i>Attempt any two questions.</i>		
Q1.	Outline the green initiatives of British Petroleum (Bp) in the case ‘ <i>British Petroleum and corporate Greenwash</i> ’. Do you think Bp was successful in its brand repositioning efforts by portraying itself as an environment friendly company? Do you see some Indian oil companies also in pursuit of such brand repositioning? Support your answer with examples.	15	CO3,4
Q2.	With reference to the case “ <i>Wearing Artificial Intelligence</i> ” and “ <i>Warehouse smarts</i> ” explain how ‘Myntra’ and ‘Amazon’ are able to provide superior customer value and service through technological advancements. What skills future managers would require according to you with changing technologies?	15	CO3,4
Q3.	With reference to the case ‘ <i>Google in China</i> ’ evaluate the impact of macro environmental factors when a firm tries to establish itself in foreign land.	15	CO4,5

SECTION-D			
Q	<i>Attempt all questions with reference to the text</i>		
Q1.	Do a SWOT analysis of the e-tailing companies in India and comparison with the foreign e-tailing companies.	15	CO3,5
Q2.	With close reference to the text, analyze the changing retail environment in the Indian market. What marketing strategies would you suggest keeping the target demographic segments for e-tailing market?	15	CO4,5

Opportunities in the Indian e-tailing eco-system

The e-tailing opportunity: The Asia-Pacific region has emerged as the strongest e-commerce region in the world according to a report released by Ecommerce Europe; with B2C e-commerce turnover of \$567.3bn in 2013, Asia-Pacific surpassed both Europe (\$482.3bn) and North America (\$452.4bn). In comparison with 2012, Asian-Pacific B2C e-commerce turnover grew by 44.6%, the highest growth rate of all regions.

Based on an analysis of current e-commerce market size (2013) and projected e-commerce growth rate (2013-2017), India emerges to be one of the most attractive markets in this region with a forecasted growth rate of 23% and an estimated market size of \$16.3 bn in 2013. Industry experts estimate that the Indian e-commerce market will reach \$50-70 billion by 2020.

This rapid growth of e-commerce in India has created the biggest disruption in the retail industry

Demand side drivers: The disruptive growth in the Indian e-tailing landscape will be supported by strong demand side drivers including increased discretionary spending by consumers. Higher number of internet users spending time online, increased affordability and penetration of smart devices such as smart phones and tablets, increasing penetration of internet enabled services, increasingly innovative business models of mobile service providers (E.g. collaborative sharing of mobile infrastructure) resulting in their ability to sustainably offer low internet tariffs, increased penetration of "plastic" money and "virtual" payment mechanisms.

Regulatory drivers: It is also the view of industry watchers that with the new government in place, there may be regulatory changes in the environment that will have a positive rub-off on e-commerce. In addition to possible relaxation of the FDI policy for investment into B2C e-commerce companies and increased availability of data spectrum, the recent budget announcements also build a degree of confidence:

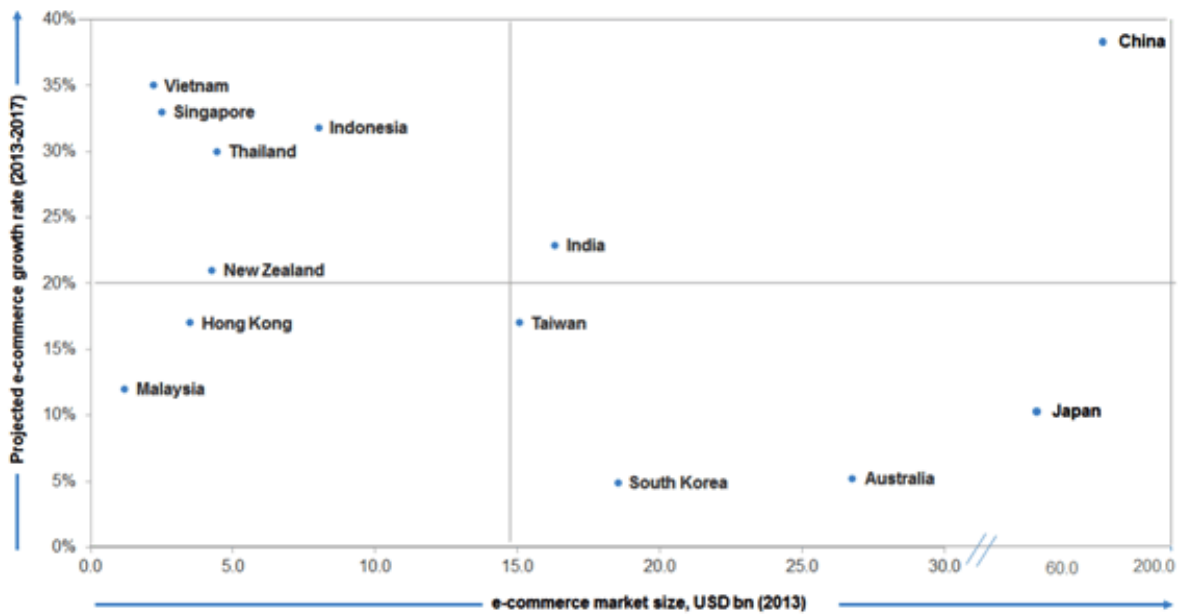
Backed by these strong growth drivers, the e-tailing growth story in India is both real and sustainable. It is poised to lead to rapid growth of not only the e-tailing players but also give rise to new opportunities for stakeholders across the e-tailing value chain.

Supply side imperatives

There are five key supply side imperatives that online retailers will need to proactively manage:

Effectively serving Tier-II and Tier-III demand: The changing aspirations of youth in Tier-II and Tier-III cities will drive growth. This is evident from the fact that online retail players Snapdeal and Jabong receive majority orders from beyond top 10 cities. The e-tailing ecosystem needs to develop robust last mile reach to cash in on the demand from Tier II and Tier III cities.

Managing preferences of Indian women: A recent survey report released by Google in collaboration with Forrester reveals that women are far more active buyers than men in tier I cities. They outspend men online by two to one. Most purchases by women are in 'high involvement' categories such as apparel, fashion, baby care and jewelry. These categories need different business models than low involvement products like books and electronics.



Demand side drivers

Share of **discretionary spend** expected to rise to **72%** in 2020



200 Mn middle class Indians by 2020

40-50% drop in prices of smart phones by 2017-18



700 Mn smart phone users by 2020

600 Mn mobile broadband subscribers by 2020



243 Mn internet users in 2014

Investment in infrastructure development - which will enhance logistical outreach Commitment to rolling out the goods and services tax (GST) from April 1, 2016 which will lead to efficiencies in the logistics and warehousing costs Decision to incentivize debit and credit card transactions Allocation of Rs 1000 crore for start-ups and reduction of tax on royalty fees for technical services by 15 percent will also benefit entrepreneurs in this space.

Ensuring high levels of customer engagement: Ensuring high standards of customer engagement along all dimensions is essential. This entails delivering a seamless and wow shopping experience, meeting expectations of product delivery timelines, quality and price, ensuring that the image of the delivery personnel is in line with product image and facilitating hassle free returns and payments. The recent experience and customer reactions post several 'dhamaka' days, where e-tailers fell short of providing a wow experience - which has become the new normal, corroborate this insight.

Robust information and payment management: Robust information management is a two way street - at one end it forms the backbone of providing a wow online experience: This includes the ability of the e-tailer to customize or show relevant content basis a customer's profile, previous interactions and preferences; providing real time order information and updates; ensuring availability of multiple and secure payment methods; on the other end it helps the e-tailer to manage the customer basket better; as well as provides an opportunity to cross sell and upsell basis the customer profile and history.

Smooth mobile platform to increase penetration: Mobile commerce is driving the market in India. As per industry sources, of the over 70 million mobile Internet users, there are 20 million mobile-only Internet users in India. Half of these, or 10 million, use smartphones to access the Internet. Another interesting statistic is that one fourth of women in tier one cities make purchases via mobile. This means that not only do e-tailers need to up their game to provide a smooth mobile platform; they also have to be geared to manage the complexity arising out of the nature of mobile purchase - which is smaller ticket size and higher frequency of purchase.

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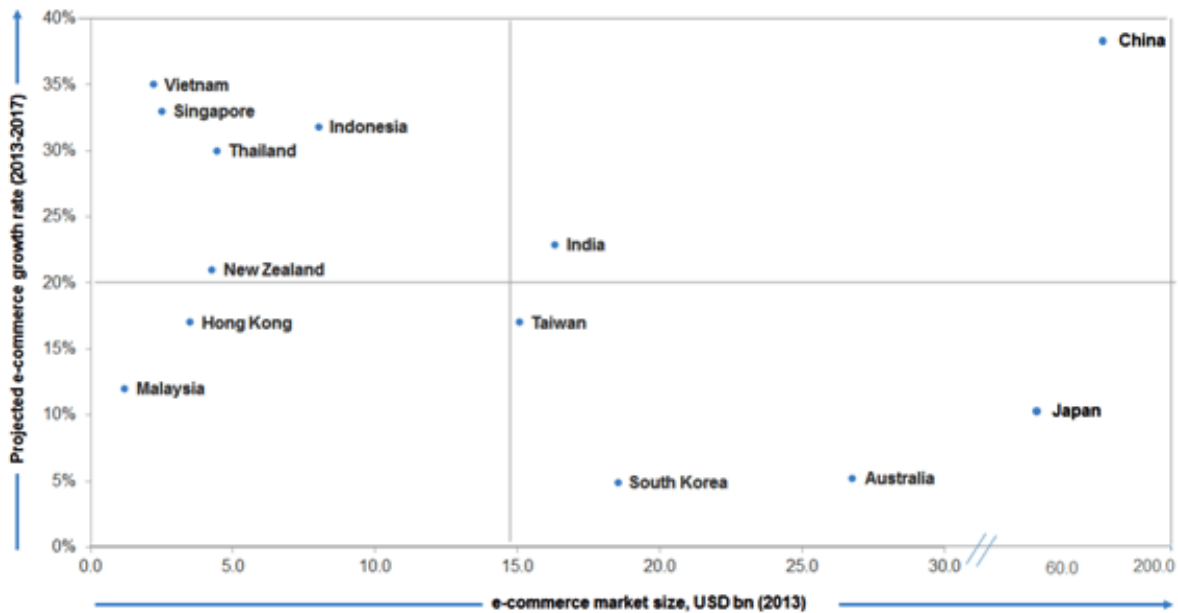
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