

Name:	
Enrolment No:	

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

Course: MBA-HR/Mkt/FIN/Oper-Core	Semester: I
Programme: Marketing Management	
Time: 03 hrs.	Max. Marks: 100
Instructions:	

SECTION A : Attempt all the Questions [2x10 = 20 Marks]

Q 1		Marks	CO
A	<p>Product planners need to consider the product on three levels. What is the most basic level that addresses the question: what is the buyer really buying?</p> <p>1. Core product 2. Augmented product 3. Potential Product</p>	2	CO1
B	<p>Ramesh, an owner of Auto spares parts having its operations spread all across India through its Business Partners, Sitting with its core team in the meeting room discussing the marketing strategies. The people in the team were of the view that consumers prefer spares that are widely available for their vehicles and are in expensive in nature. The team member were referring to _____</p> <p>1. Production Concept 2. Marketing Concept 3. Product Concept</p>	2	CO1, CO2
C	<p>In reference to the above discussion, where Ramesh and his Core Team were into the discussion couple of the members who were from Research and Development emphasized and stated that the consumer shall favor those products that offers quality, performance or innovative in nature rather just being inexpensive in the market. The members while discussing refers to _____</p> <p>1. Product Concept 2. Production Concept 3. Marketing Concept</p>	2	CO1, CO2
D	<p>The Ramesh during the discussion was of the view that consumer and businesses, if left alone will ordinarily not buy enough of the organization's products. The Company must therefore undertake aggressive promotional and selling efforts for increasing the turnover of the company. The Ramesh being the owner of the company was laying emphasis on _____</p>	2	CO1, CO2

	1. Sales concept 2. Promotional Concept 3. Marketing Concept		
E	<p>During the discussion Ramesh also had a discussion with its strategic team and wanted to know the exact position of Company in the market. The strategic team revealed that some of the Products of the company are ruling the market, although the more the growth of the market since couple of years has shown decline in growth? The team identified the position of the business as _____</p> <p>1. Cash Cow 2. Star 3. Dog</p>	2	CO1, CO2
F	<p>To remain competitive in the market and sustain the ongoing trend, Rames suggested the company's strategy regarding sales team that sales persons shall contact the customers from time to time and seek suggestions about the improved product use. Ramesh wanted sales team to adopt _____ approach.</p> <p>1. Proactive Marketing 2. Accountable Marketing 3. Reactive Marketing</p>	2	CO1, CO2
G	<p>Arvind Mills, a famous name in the world of fabrics, wanted to introduce totally new range of products that is going to appeal various customer segment. For the purpose the CMD of the company wants to know most fundamental determinants of person's wants and behavior. To conclude the study, the marketing team identified the segment based on _____</p> <p>1. Culture 2. Subculture 3. Social Class</p>	2	CO1, CO2
H	<p>While conducting the survey for Arvind Mills the research team came across the fact that there exist groups with shared values, emerged out of their special life experiences or circumstances. Such types of groups can be categorized under _____</p> <p>1. Sub-Culture 2. Culture 3. Social Class</p>	2	CO1, CO2
I	<p>The Research Team while conducting the survey for Arvind Mills Ltd also studied that in case if the customer is satisfied with the product, shall buy the product / brand again and again. The customer behavior studied; under such a circumstances can be classified as _____</p> <p>1. Routinized [RPS] 2. Limited [LPS] 3. Extensive [EPS]</p>	2	CO1, CO2

<p>Q7.A</p> <p>Q7 B</p>	<p>With the passage of time the situation become complex and one of its Brands – Arrow faced intense competition. There erupted contradictions in the consumer perception about the brand.</p> <p>What do you think could be the road map to reinforce and revitalize the brand? Should the company have withdrawn its existing sub-brands from the market as a part of its strategy and revitalized the brand Arrow? Marks-8</p> <p>Discuss the change in external environment that challenged the survival of the brand – Arrow and how it could have adopted itself for its existence in the market? Marks-7</p>		
<p>Q8</p>	<p>Levis, a well-known brand across the globe entered in Indian market with its recently launched brand of jeans for female segment. Identify different stages through which a product moves through its life and the strategies that you would like to adopt as the product passes through those stages. Also, as the product / brand as passes to various stage requires different channels. Identify the relevant channels that need to be used as the brand moves into different stages of PLC?</p>	<p>15</p>	<p>CO2, CO3, CO4</p>
<p>Q9</p>	<p>JP Associates is operating in major Indian cities for developing multi – storied residential buildings offering 2 BHK and 3 BHK options to the residents of the city’s plans to launch a major advertisement campaign to boost its brand Image and sales. What media should JP consider for unfolding its ad campaign? What are the advantages and disadvantages of using each of the major media?</p>	<p>15</p>	<p>CO3, CO4, CO5</p>
<p>SECTION-D: Analytical / Situational / Case based Attempt all the questions [2x15 = 30 Marks]</p>			
<p>Q 10</p>	<p>CGH Earth (CGH), formerly the Casino Group of Hotels, began their operations in 1957 as a restaurant catering to the dock workers and commuters of Willingdon Island, Kochi (Kerala). The group grew gradually, setting up seven resorts – Coconut Lagoon, Spice Village, The Marari Beach, The Brunton Boatyard, Spice Coast Cruises, Bangram Island Resort and the Casino Hotel – in Kerala and Lakshwadeep. The group specialized in resorts that offered a local flavor, environmental sensitivity and an original and quality experience as its USP.</p> <p>In line with their USP, each property of CGH offered a different environment, giving the tourists varied experiences at each resort. The Coconut Lagoon for example offered a collection of old Kerala homes called ‘Tharavad’, exuding a typical Kerala atmosphere. The resort also offered specialized cuisines, an exhibition of the performing arts, an Ayurveda center and the simple joys of life on the backwaters. Other services offered by the resort</p>		

included sunset cruises and a visit to a bird sanctuary. Guests were also allowed to indulge in their hobby of cooking with exotic spices.

The spice village in Thekkady, set in the spice growing Cardamom hills, was given the shape of a tribal village in a spice garden. The roofs of the houses in the village were made of grass and one could smell the aroma of pepper, nutmeg and other spices all around. To retain the natural look of the rooms, there were no luxuries such as AC's and TV's in them. This resort offered additional services like library, jungle treks, a special tiger room that had slide shows, and indoor games.

The Marari Beach resort was built to resemble a traditional fishing village with thatched villas designed to blend in with the local surroundings. However, for the convenience of the modern traveler, all the villas were air-conditioned with twin or double beds, a mini bar, coffee making facilities, a delightfully furnished verandah with a ceiling fan and bathrooms built traditional Kerala style with open-air courtyard, complete with banana or papaya tree. Apart from these, extra services include an Ayurveda centre, exclusive sea food cuisine, an amphitheatre for cultural shows, as well as a beach volleyball court for entertainment. To add to the pleasures of local sightseeing, guests were even provided with bicycles.

The Brunton Boatyard Provided visitors an insight into Kerala's colonial history. The resort was built in the shape of a ship, complete with arches and ancient fans. A special feature of this hotel was the king-sized beds made of rosewood and teak. The Lakshwadeep resort, apart from offering the ambience of a village, had various sports for their customers such as scuba diving, snorkeling, deep sea fishing, kayaking and so on.

CGH took advantage of the beautiful backwaters of Kerala, offering cruises on houseboats that were equipped with basic facilities like bedroom with attached bathroom, and a kitchen. The services of a guide were also provided. Emphasizing the importance of ambience, Jose Dominic, M.D, CGH, commented, 'I believe that ambience that will succeed in an enduring manner is one that would capture the local ethos'. The product differentiation was targeted at leisure traveler who wanted to connect with nature. CGH maintained its customer base by its innovative concepts backed by competent staff, which provided good customer service.

CGH tied up with various travel agents like Kanoo Holidays, Akshaye Holidays etc. to have an assured supply of visitors. A variety of packages were offered, including an eight-day tour of Kerala that covered a stay in all their resorts. As an innovative measure, the packages had names like The Coconut holiday, Curry and Rice Holiday etc. Apart from this CGH also used Ayurvedic treatments to target foreign travelers.

In a focused re-branding exercise, they changed their name from Casino Hotels to their resorts. To offer more variety to their customers, they embarked on an expansion plan, starting three projects in Karnataka to cash in on the local environment. Starting with the

	<p>Gokarna beach resort, they planned to offer yoga as the theme of the hotel, in line with the local practices around that area. Further, CGH started organic farming in Kerala's Idukki district with the idea of attracting tourists during the harvest season.</p> <p>In addition to providing good ambience and cuisine, the frontline staff of CGH was given the opportunity of taking the initiative in managing the resorts. In recognition for his unique products, Jose Dominic, MD, CGH received a special award in 2002-2003 from the Union Ministry of Tourism for his pioneering efforts in resort development. In the same year, Marari Beach Resort won an award for the best three star hotels.</p>		
Q10A	CGH stands for clean green home. How has CGH Earth integrated this concept with their various services and leveraged on it to offer a unique experience in each of their resorts?	15	CO2, CO3, CO4
Q10B	What were the various services offered by CGH resorts in addition to the local ambience and cuisine, which were in line with the locational preference targeting specific tourist segment?	15	CO2, CO3, CO4,