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**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, Dec 2019**

**Program: BBA – Core Marketing**  
**Subject (Course): International Marketing**  
**Course Code : MKTG3004**

**Semester – III**  
**Max. Marks: 100**  
**Duration : 3 Hours**

**SECTION – A**

**Each question carries 5 marks**

**Max Marks – 25**

	MARKS	CO
A.1. Explain the concept of 4P in International Marketing of Automobile sector with appropriate examples.	5	2
A.2. Mention the Brand as per their below punch lines:		
1. The World’s online market place.....	1	1
2. And You’re done.....	1	1
3. Be What’s next.....	1	1
4. Let’s Go Places .....	1	1
5. To Fly. To Serve.....	1	1
A.3. Draw the customer based Brand equity pyramid of WALMART retail stores.	5	3
A.4. Explain the PLC concept with example of FMCG sector organizations of Nestle vs. HLL Vs. P&G	5	3
A.5. Analyze the concept of Umbrella marketing for COSCO.	5	4

**SECTION- B**

**Each question carries 7.5 marks**

**Max Marks – 15**

	MARKS	CO
B.1. Describe the NICHE marketing concept with the scenario of i-phone	7.5	4
B.2. Differentiate the FIFO vs. LIFO concepts for SONY	7.5	3

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### SECTION- C

**Each question carries 10 marks**

**Max Marks – 30**

C.1. Match the following:	MARKS	CO
1. Human Energy, We agree                      a. We will not rest	2	1
2. Simply Fly    b. BPCL	2	1
3. Pure for Sure                                        c. Born Tough	2	1
4. UBS    d. Air Deccan	2	1
5. CEAT    e. Chevron	2	1
C.2. Fill in the blanks		
1. In _____ goods are sold at higher prices so that fewer sales is needed to achieve breakeven	2	4
2. The model that calculates the cost of producing the product and adding on a percentage profit to that price as selling price is known as _____.	2	3
3. In _____, the price is set by the monopolist to discourage economic entry into a market.	2	4
4. A _____ is a product sold at a low price i.e. at cost or below cost to stimulate the other profitable sales.	2	1
5. Aggressive pricing intended to drive out competitors from a market is termed as _____.	2	3
C.3. Describe the LAPSNOTE concept with any International Chocolate brand example	10	4

### SECTION- D (Case Study)

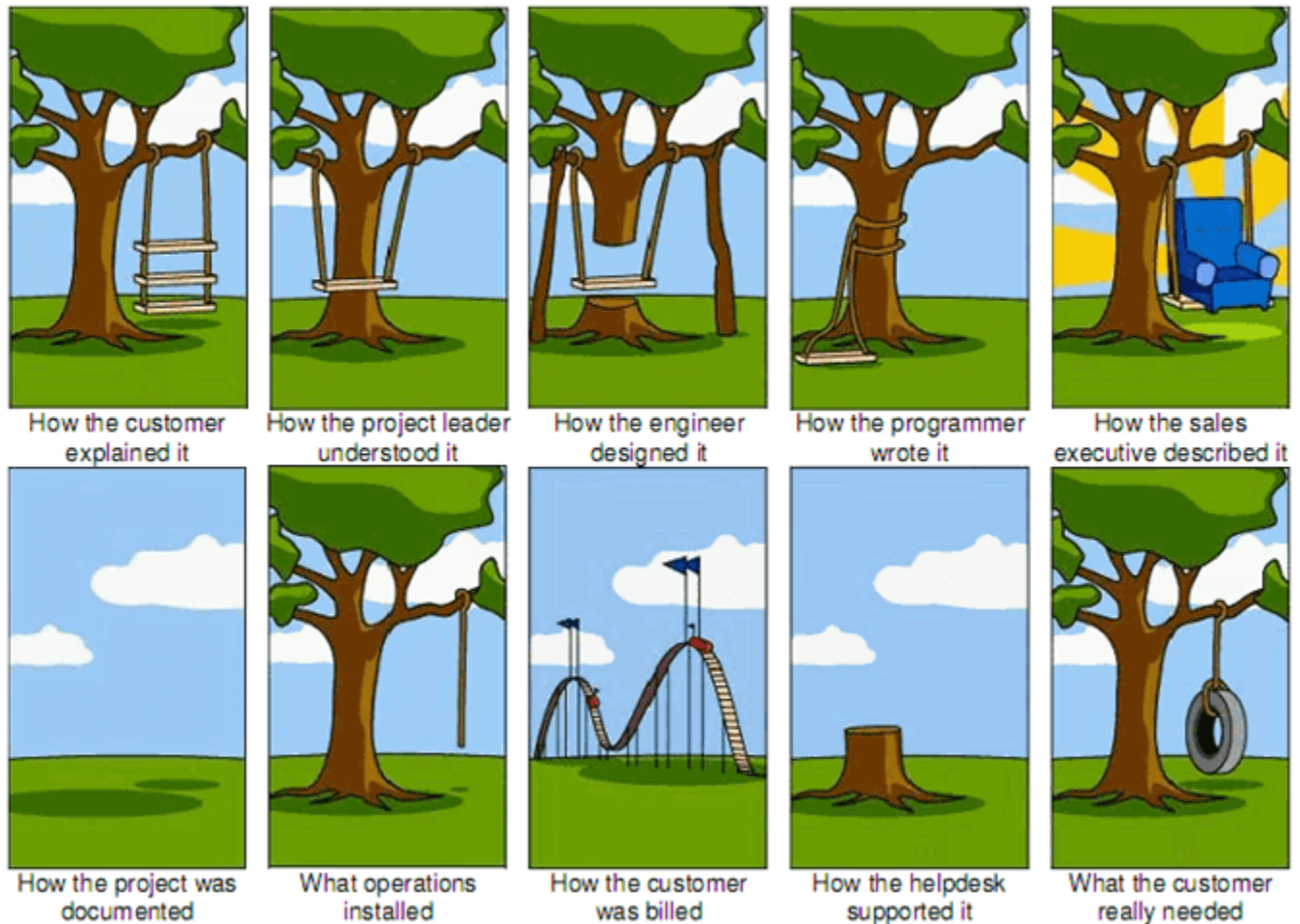
**Each question carries 10 marks.**

**Max Marks – 30**

## Case Study: The Cost of Poor Communication

No one knows exactly how much poor communication costs business, industry and government each year, but estimates suggest billions. In fact, a recent estimate claims that the cost in the U.S. alone is close to \$4 billion annually! Poorly-worded or inefficient emails, careless reading or listening to instructions, documents that go unread due to poor design, hastily presenting inaccurate information, sloppy proofreading — all of these examples result in inevitable costs. The problem is that these costs aren't usually included on the corporate balance sheet at the end of each year, so often the problem remains unsolved.

You may have seen the Project Management Tree Cartoon before; it has been used and adapted widely to illustrate the perils of poor communication during a project.



*Project Management Tree Swing Cartoon.*

The waste caused by imprecisely worded regulations or instructions, confusing emails, long-winded memos, ambiguously written contracts, and other examples of poor communication is not as easily identified as the losses caused by a bridge collapse or a flood. But the losses are just as real—in reduced productivity, inefficiency, and lost business. In more personal terms, the losses are measured in wasted time, work, money, and ultimately, professional recognition. In extreme cases, losses can be measured in property damage, injuries, and even deaths.

The following “case studies” show how poor communications can have real world costs and consequences. For example, consider the “Comma Quirk” in the Rogers Contract that cost \$2

million.<sup>[3]</sup> A small error in spelling a company name cost £8.8 million.<sup>[4]</sup> Examine Tufte's discussion of the failed PowerPoint presentation that attempted to prevent the Columbia Space Shuttle disaster.<sup>[5]</sup> The failure of project managers and engineers to communicate effectively resulted in the deadly Hyatt Regency walkway collapse.<sup>[6]</sup> The case studies below offer a few more examples that might be less extreme, but much more common.

**Questions:** –

**MARKS: 30**

1. Define the rhetorical situation: Who is communicating to whom about what, how, and why? What was the goal of the communication in each case? **C0-2 ; MARKS-10**
2. Identify the communication error (poor task or audience analysis? Use of inappropriate language or style? Poor organization or formatting of information? Other?) **C0-4 ; MARKS-10**
3. Explain what costs/losses were incurred by this problem. **C0-3 ; MARKS-10**