

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2020

Course: International Marketing
Code: MBCM 765

Semester: III

Programme: MBA-IB

Time: 03 hrs.

Max. Marks: 100

Read Instructions Carefully Before Attempting the Paper:

1. *The student must write his/her name and enrolment no. in the space designated above.*
2. *Section A: **Type the Answer** question type. Students while answering will be shown a **text box** to type their answers*
3. *Section C & D: **Scan and Upload** question type. students are expected to write on a **plain white A4 answer** sheets and upload the snapshot of the answer*
4. **STUDENTS ARE REQUIRED TO MENTION THEIR NAME, ROLL NO & PROGRAM ON EACH SHEET**
5. *Students are expected to **mention correct question numbers** while answering them on **Plain white A4 Answer Sheet**.*

SECTION A : Type the Ans [2.5x12 Questions=30 Marks]

	Attempt all of them: Fill in the Blanks / MCQ's	Marks	CO
Q1. A	Marketing is all about creating, communicating & delivering	2.5	CO1
Q1. B	In today's world, customers buy benefits / services / solutions & not	2.5	CO1
Q2. A	The components of mega / micro – environment are discussed in a sequence known as Analysis	2.5	CO1
Q2. B is the management task concerned with the growth and future of a business enterprise.	2.5	CO1
Q3. A	Defining the business correctly, is a prerequisite for selecting the right and steering the firm on the correct path.	2.5	CO1
Q3. B is a group of related businesses that can be treated as a unified entity for the purpose of strategic planning.	2.5	CO1
Q4. A	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	2.5	CO1

	widely available for their vehicles and are in expensive in nature? The team member were referring to _____ 1. Production Concept 2. Marketing Concept 3. Product Concept		
Q4. B	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 _____ 1. Product Concept 2. Production Concept 3. Marketing Concept	2.5	CO1
Q5. A	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 _____ 1. Sales concept 2. Promotional Concept 3. Marketing Concept	2.5	CO1
Q5. B	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 _____ 1. Cash Cow 2. Star 3. Dog	2.5	CO1
Q6. A	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. 1. Proactive Marketing 2. Accountable Marketing 3. Reactive Marketing	2.5	CO1

Q6. B	<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>	2.5	CO2
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SECTION B : Scan & Upload [5 Questions x 10 = 50 Marks]
Attempt All Questions

Q 7	Reference to the Case 'Swiss Army: Diversifying into Fragrance Business', How Victorinox can best compete and position its fragrance products in a market where it has no prior experience or brand awareness?	10	CO2
Q8	Reference to the Case 'Nalli Saree Case', How would you describe Nalli's Strategy in the light of benefits and limitations of Nalli's current business model and considering new model for its future growth?	10	CO2
Q9	Reference to the Case 'Incredible India: Evolution of Brand India', Evaluate possible Brand Architecture alternatives available to India and recommend a strategic alternatives that could be adopted as a part of 'Incredible India'?	10	CO3
Q10	<p>'Enterprises that understand and embody the vital component of customer focus can move ahead in a way that makes it difficult for others to catch up. A reinforcing mechanism enhances revenues while lowering cost, giving such companies the potential for sustained growth'.</p> <p>Discuss in the light that there is a shift in Business Approach from traditional to customer focus? Also discuss how successful companies are maximizing customer spending at lower delivered cost?</p>	10	CO3
Q11	<p>CEO of Air Asia, in the meeting with its strategic consultant is trying to understand the position of the company at its product level in the market for moving ahead and gain a competitive advantage in the market.</p> <p>As a consultant discuss the position of the company focused on generic strategies that the company may adopt to gain competitive advantage in the market? Discuss the steps that you would like to suggest to the company to move ahead having adopted the chosen strategy?</p>	10	CO3

SECTION-C: Scan & Upload
Analytical / Situational / Case based
Read the case & Attempt all the questions [1(A+B) x 20=20 Marks]

CASE:

BIR SONS.

Bir group is a diversified group with interests in manufacturing, navigation, marine products, exports, hospitals and departmental stores. The group was initiated and expanded under the able Stewardship of Bhai Bir Singh (BBS) – a very hard workingman with a sharp acumen for business.

Till now the style of management has “Hands On” with most of the decision taken by gut feeling and the past experiences. For last quite a time BBS has been quite bugged by the state of his business. Although, the business continues to be quite profitable – the profitability is not up to the expectations.

In the past few meetings with his core-tem of executives, he had shared the same. The entire corporate planning team (CPT) had gone on a brain storming session and concluded that some of the non-profitable businesses were pulling down the overall profitability of the group. Their analysis profiles the group as follows:

Bir group comprises three major divisions, namely –

Bir Industries.

Bir International.

Bir Sons.

Bir Industries has three SBUs under it:

1. **Bir Lamps** – a profit-making company, is among the major player in the market and commands a 25% market share in terms of value. The over all market is growing at a rapid pace with the boom in automobile sector, and hence requires a considerable amount of investment in the machinery and technology.
2. **Bir Machine Tools** – a cash rich company market which is leader in its field of cutting tools. Operating in a market with a steady market growth rate of about six percent
3. **Bir Tyres-** a minor player in a market crowded by MNC’s and big names. The otherwise stagnant market has shown a slight growth in the present year, due to boom in the automobile sector.

	<p>Bir International</p> <p>This division looks after the exports of the group and has two SBUs under it.</p> <p>1. Bir Marine Products- a small player in a market largely dominated by the unorganized sector. The market is growing rapidly. Simultaneously, the increase in number of players has also shown a tremendous increase.</p> <p>2. Bir Exports- a star trading house with an excellent international network. The unit is the main source of forex (foreign exchange) for the group. The market is growing at a moderate rate of 9%, making the unit cash rich day by day.</p> <p>Bir sons.</p> <p>The holding company of the group with certain SBUs directly under it.</p> <p>1. Bir Navigation- a laggard in a market with a very slow growth. Once a major source of income for the group, the unit's profitability has shown a constant decline in the past five years.</p> <p>2. Bir Hospital & Bir Departmental stores- are the two new ventures of the group. Pioneers in the concept of big industrial houses coming to these areas dominated by unorganized sector. The companies have still to break even, being in the first and second years of their operation.</p>		
Q12A	You have to help Bir Group in their reorganization efforts using Business-Portfolio analysis matrix, plotting each of the business on the graph that the group is having at present based on their characteristics.	10	CO4
Q12B	You are required to give the recommendations to the companies, based on the strategic moves or combinations of strategies that the group may have for each of the SBU's placed in each of the quadrant of the decision matrix?	10	CO4,