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| Name: |  |
| Enrolment No: | |

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: Marketing Management
Programme: BBA (OG)
Course Code MKTG 2001

Semester II
Max Marks -100
Time -3 Hours

SECTION A
(2x10=20 marks)

| S. No. | You must answer ALL the questions. | Marks | CO |
|--------|--|-------|-----|
| Q 1 | <p>.....pass through four stages :distinctiveness ,emulation,mass fashion and decline</p> <p>a)fashions b)fads c) styles d)product life cycles</p> | 2 | CO2 |
| Q2 | <p>.....is the way consumers perceive an actual potential product.</p> <p>a) product idea b)product image c)product concept d) test market</p> | 2 | CO3 |
| Q3 | <p>An example of a convenience consumer product is.....</p> <p>a)Stereo equipment b) a Motorcycle c) a bicycle d) petrol</p> | 2 | CO1 |
| Q4 | <p>Labelling is important for three reasons including promotional,legal reasons and</p> <p>a)Marketing b)Strategic c)Informational d)Branding</p> | 2 | CO1 |

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| Q5 | The Product life cycle describes the stages a new product goes through in the..... a) Introduction b) product development c) test market d) market place e) All of the above | 2 | CO1 |
| Q6 | The Marketing Objective of product life cycle is to..... a) harvest b) brand loyalty c) deletion d) differentiation | 2 | CO2 |
| Q7 | The New product development process involves a number of stages.The best estimate of the new products likely profitability is likely to be made at..... a) idea generation b) idea evaluation c) market testing d) brainstorming | 2 | CO3 |
| Q8 | Anything that can be offered to market for attention,acquisition,use,or consumption that might satisfy a want or a need is called as..... a) idea b) product c) demand d) service | 2 | CO1 |
| Q9 | Common pricing mistakes include..... a) determining costs and only taking traditional margins b) failing to revise process to capitalize on market changes c) setting price independently of the rest of the marketing mix d) all of the listed errors | 2 | CO2 |
| Q10 |is the most basic cause of a persons wants and behavior. a) Social Class b) Personality c) lifestyle d) culture | 2 | CO2 |

SECTION B

Attempt all questions(5x4=20) Short Notes

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| Q6 | What is Marketing Audit ? why is it important ? | 5 | CO2 |
| Q7 | How is Logistics evolving in the Digital Environment? | 5 | CO1 |

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| Q8 | The Importance of Product positioning in New Product launch. | 5 | CO2 |
| Q9 | Integrated Marketing Communicated ,How is it relevant today? | 5 | CO2 |
| SECTION-C Attempt all Questions (10X3=30) | | | |
| Q10 | Please explain the role of Advertising in Brand Building | 10 | CO3 |
| Q11 | Describe the new Indian Consumer and how this new consumer is shaping the market. | 10 | CO4 |
| Q12 | What is channel of Distribution?Explain the function and flow of Channels | 10 | CO5 |
| SECTION-D (15x2=30) | | | |
| <p>Section – D (30 Marks)</p> <p style="text-align: center;"><u>Case Study</u></p> <p>Pampers: relationship building using multiple channels (IDM Business Performance Award 2002: bronze winner)</p> <p>The disposable nappy market in the UK is worth \$ 480 million per year. However, the Pampers marketing team faced threats to their traditional brand dominance from a new, impressive rival. Huggies challenged their hitherto unquestioned leadership. Huggies were perceived as the innovator in the market place because they were constantly creating new products. The new brand had also managed to develop close relationships with mothers using interactive marketing techniques. A less direct threat came from a growing independence among mothers, particularly first time ones. Their use of widely available information from diverse sources to make decisions challenged traditional purchase patterns and reduced brand loyalty. Direct marketing gave Pampers a chance to cut through the market place ‘noise’ and re-establish trust and loyalty with mothers, one-to-one.</p> <p>Market background</p> <p>The disposable nappy market is a highly lucrative one. There are approximately 750000 births in the UK each year and nappies are usually worn for three years. For Pampers this represents a relatively short customer lifetime.</p> <p>In 1991 Huggies’ arrival challenged Pampers’ traditional dominance of the disposable nappy market. By 1997 Huggies had gained 17 per cent of the market. This had almost doubled to 30 per cent by 2000. Huggies continued to take share through a combination of competitive pricing and product innovation. The benefits of Huggies were promoted aggressively using TV and their Mother and Baby Club. Growth pattern projections showed that Huggies would be the market leader by Autumn 2001. Focus groups reflected the growing strength of the Huggies brand. When mothers were interviewed many</p> | | | |

assumed that Huggies was the market leader and there was much discussion about Huggies' latest news.

Consumer research and trend analysis revealed two key trends affecting Pampers' impact on the marketplace. The growing independence amongst UK mums in the way they make decisions and the traditional reliance on advice from parents and health professionals was being replaced by the most up-to-date information from friends, the Internet or print. The proliferation of information channels forced Pampers to explore a new approach to cut through the background noise to reach prospective customers.

One-to-one communication strategy

Pampers decided to introduce a one-to-one approach in addition to their traditional TV driven campaigns. New channels were appropriated and existing one enhanced. Pampers launched their one-to-one communication strategy in August 2001.

The mailings are targeted using data captured by Bounty Euro RSCG. Bounty work with midwives and hospitals to obtain unparalleled, almost total, coverage of all mothers-to-be at the three-month check stage and in hospital shortly after the birth. Bounty packs are delivered directly to the mother. The packs include incentives such as free samples and money off coupons.

Pampers decided to send a direct mail communication to mothers at eight key points in the mother and baby's life; three pre-birth and five post-birth. Research had revealed the importance of building a relationship with the mother prior to the birth. Mothers are most keen to research and absorb information during their pregnancy. The emotional moment at the first three month check-up is the initial point of contact.

Communications are designed to bring the baby's experiences of life alive for the mother. For example, one item of interest concerned the little known fact that babies develop favorite tastes as early as three months post-conception. A baby's swallow rate increases with varying levels of sugar in the amniotic fluid. The booklets are designed to be more contemporary than many other sources of information. The communications included collectable booklets written by top baby care experts, built around the theme of the 'senses' as they develop. The booklets contain a wealth of information touching on most key aspects of baby care and development. Pampers recognized that their credibility as an information provider on subjects other than nappies was somewhat doubtful. Advertising and information from non-competing relevant major brands, such as baby food and medicine, was included in the booklets. Two CD's were also sent to mothers-to-be. One CD gives an insight into how babies experience the world while still in the womb. A post-birth CD of baby massage music was also sent. Appropriate nappy samples and discount coupons to encourage first purchase were included as well.

Online communication benefits mothers


Forty per cent of mothers are now online so the Internet couldn't be ignored as an opportunity for interactive communication. These communications could be viewed at a time convenient for the mother and are personalized using data collected regarding the baby's age. A vast library of in-depth information can be delivered in this way, without being overwhelming. Pampers.com sees a spike in traffic in the early hours of the morning, circa 2 a.m., at the time when phoning a friend for helpful advice is usually out of the question. Parents can opt-in to receive a monthly newsletter that updates them about the development of their baby.

Pampers.com is built around three areas covering the aspects of childhood development that are of most interest to parents: learning, playing and sharing. These areas include unique, interactive elements so that the parents can see the world through a baby's eyes. The areas are structured by age. The learning centre includes information from baby care experts around the world. The play centre provides ideas for developmental games. The sharing centre provides tips for parents divided by age and stage of development. All website information is verified by baby care experts to ensure that it is of a high standard. The depth, diversity and reliability of information available for parents has established the Pampers website as a channel of choice for this target market. Pampers has used the opportunity for personalization to encourage parents to register on the website. Pampers has used the opportunity for personalization to encourage parents to register on the website. Being able to find the information you want is critical for the success of any website, and never more so for parents with young children. Their free time is in short supply and they often need to find information quickly. Research had identified that parents only log onto the internet when they have a specific question that needs answering.

The iTV future

Trend analysis has identified it is likely that this emerging channel will become the preferred interactive device in the home. By 2001 more homes had interactive TV connections than the Internet, so this channel could not be ignored. Forrester research showed that Internet connections had reached a plateau as consumers have opted for interactive TV as an opportunity to extend brand leader communication. A channel cannot be ignored if this is where your customers are looking for information. Interactive TV was used as a bridge, combining the emotive strength and visual quality of traditional TV advertising with the depth and personalization available through the internet. Interactive TV offered the opportunity to develop consumer relationships over time, using TV e-mail to send profiled newsletters. The internet and iTV complemented each other as there was only an overlap among 20 percent of homes, and people use the services at different times of the day and in different ways.

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| | <p>Data was captured via a request that viewers register to receive a newsletter. The newsletter can be e-mailed to a TV or PC, or posted. Parents were offered the chance to see themselves and their babies on TV in the baby gallery or in the video area talking about baby development issues: ‘real babies, real mums, real tips’. Consumers were also offered the opportunity to give feedback and visit a frequently asked question area.</p> <p>Results</p> <p>Latest qualitative consumer research showed that there has been a turnaround in the perception of the brand and the way in which mothers relate to Pampers. Market share has risen and a clear market leadership position has been established.</p> <p>AC Nielsen’s Top 100 Grocery Brands survey showed Pampers ranked 14th compared with rival Huggies at 34th. Consumers consistently give positive feedback, showing that the right messages are being communicated. Focus group research among parents with babies of different ages showed that the interactive TV experience being able to contrast opinions of experts and parents together. Feedback suggested that loyalty had improved towards the pampers brand. Loyalty was measured using frequency and depth of contact between Pampers and parents. The provision of free information using a choice of interactive media also provided positive feedback. Pampers’ interactive TV technology won best use of interactive TV in Marketing magazine’s 2001 Connection Awards.</p> <p>Read the case carefully and answer the following questions:</p> | | |
| Q13 | What is the role of direct mail in relation to the other channels used in communicating with mothers? Do you think this role has changed since the rise of the Internet and interactive television? | 15 | CO4 |
| Q14 | Why is relationship marketing effective in the market for nappies and other baby products? | 15 | CO3 |

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SECTION A

Answer all the Questions (10x2=20Marks)

| | | | |
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| Q 1 | Good marketing is no accident, but a result of careful planning and..... | 2 | CO2 |
| Q2 | The controlling variables a company puts together to satisfy a Target group is called the a) Marketing strategy b) Marketing mix c) Strategic Planning d) Marketing concept | 2 | CO3 |
| Q3 | The Shopping product consumer classification would include such products such As..... a) Life Insurance, New products, b) Soft drink, bread, milk c) automobiles, homes, vacations d) gourmet dinners, expensive jewellery | 2 | CO1 |
| Q4 | An example of a convenience consumer product is..... a) Stereo equipment b) a Motorcycle c) a bicycle d) petrol | 2 | CO1 |
| Q5 | is significantly different from Production concept & Selling concept | 2 | CO1 |
| Q6 | The Product life cycle describes the stages a new product goes through in the..... | 2 | CO2 |

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| | <ul style="list-style-type: none"> a) Introduction b) product development c) test market d) market place | | |
| Q7 | <p>The Marketing Objective of product life cycle is to.....</p> <ul style="list-style-type: none"> a) harvest b) brand loyalty c) deletion d) differentiation | 2 | CO3 |
| Q8 | <p>New product development starts with.....</p> <ul style="list-style-type: none"> a) idea screening b) concept development & testing c) idea generation d) marketing strategy development | 2 | CO1 |
| Q9 | <p>Anything that can be offered to market for attention,acquisition,use,or consumption that might satisfy a want or a need is called as.....</p> <ul style="list-style-type: none"> a) idea b) product c) demand d) service | 2 | CO2 |
| Q10 | <p>.....is the most basic cause of a persons wants and behavior.</p> <ul style="list-style-type: none"> a) Social Class b) Personality c) lifestyle d) culture | 2 | CO2 |
| SECTION B | | | |
| Attempt all questions(5x4=20) Short Notes | | | |
| Q6 | Brand Positioning with examples | 5 | C02 |
| Q7 | Explain the STP concept | 5 | CO1 |
| Q8 | What is a Product Mix? | 5 | CO2 |
| Q9 | Promotion Mix | 5 | CO2 |
| SECTION-C | | | |
| Attempt all Questions (10X3=30) | | | |
| Q10 | | 10 | CO3 |

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| | Discuss the concept of Marketing Mix and its Importance in Marketing. | | |
| Q11 | Define segmentation ?illustrate why segmentation is needed ? | 10 | CO4 |
| Q12 | Explain the term pricing ?Which Internal & External factors Influence the pricing of the Product. | 10 | CO5 |

SECTION D
(15X2=30 Marks)

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| <p>LG wishes to launch in rural markets in the following states of North/Central India Punjab,Haryana,Maharashtra & Gujarat.Identify the Target groups in the rural areas of these states and also their location.</p> <p>Q1 Evolve a Marketing Strategy for LG which will initially give the Company headstart in the Market.</p> | 15 | CO3 |
| <p>As a Marketing Manager of a financial services company selling insurance services,Mutual funds,Shares and other Bank products you are interested in Increasing your Distribution Channel to enlarge your Market.</p> <p>Qs2 What role intermediaries play in your strategy besides enlarging your Market Reach.?</p> | 15 | C05 |