

Name:

Enrolment No:



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

**Course: Marketing Management / MKTG 2001**  
**Programme: BBA-LLB-H-CBIFIL-III-B2. [VR\_K\_146]**

**Semester: III**  
**Time: 03 hrs.**  
**Max. Marks: 100**

**Instructions:**

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: **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 Answers [2.5x6 Questions=30 Marks]**

	<b>Attempt all of them:</b>	<b>Marks</b>	<b>CO</b>
Q1.A	<p>A service provider places a photocopier at a customer's office and charges the customer for the number of pages photocopied and not for renting the photocopier. Identify the pricing strategy adopted by the service provider in this case.</p> <p>i. Benefit Driven Pricing   ii. Service guarantees   iii. Flat rate pricing   iv. Long term contracts</p>	<b>2.5</b>	<b>CO1</b>
Q1.B	<p>Country Pizza, a new entrant, offers fast-food services similar to those offered by the existing players. Which of the following type of pricing should it adopt to induce customers to purchase and repurchase?</p> <p>i. Close Bid Pricing   ii. Penetration Pricing   iii. Market skimming   iv. Going rate pricing</p>	<b>2.5</b>	<b>CO1</b>
Q2. A	<p>An airline should ensure arrivals and departures at the right time. A courier firm should ensure the safe delivery of parcels to the customers on time. A caterer hired for a wedding should ensure food for the guests. The above expectations from service providers refer to which of the following levels of service product?</p>	<b>2.5</b>	<b>CO1</b>

	<p>i. Actual Product      ii. Augmented Product      iii. Core Product      iv. Potential Product</p>		
Q2. B	<p>Dell computers offer computers that are suitably designed to meet the specific needs of customers. What level of customer retention strategy can be applied to this service feature of Dell?</p> <p>i. Social Bond      ii. Financial Bond      iii. Structural Bonds      iv. Customization Bonds</p>	2.5	CO1
Q3. A	<p>Jet Airways keep a record of all its corporate clients using CRM applications. At one point of time, it noticed that one of its corporate clients had reduced availing its services. It probed into the matter and rectified the problem after which the revenues from that particular client improved. What strategy of customer recovery are we talking of?</p> <p>i. Track and anticipate recovery opportunities      ii Solve Problem Quickly iii. Enhanced customer service      iv . Increased customer contact</p>	2.5	CO1
Q3. B	<p>A person buying a new Santro car prefers to get it serviced at the company service center rather than a well-known private service center in the locality. Which of the following aspects of physical evidence services to attract the customer to the company service centre?</p> <p>i. Physical Environment      ii. Brand / Corporate Identity      iii. Price      iv. Service Personnel</p>	2.5	CO1
Q4. A	<p>All big hotels conduct regular checks on the electronic equipment's provided in the rooms to ensure that customers do not face any kind of inconvenience. What category of supplementary services does this refer to?</p> <p>i. Consultation      ii. Safekeeping      iii. Hospitality      iv. Special Services</p>	2.5	CO1
Q4. B	<p>A service provider believes in recruiting the right people, placing them in the right place, and providing the right facilities for work. It even arranges for the basic education for the children of the employee. Which of the following areas does the firm seek to emphasis on?</p> <p>i. Change Management      ii. Customer attraction and retention      iii. Corporate Image iv. Employee retention and motivation.</p>	2.5	CO1

Q5. A	A gardener in a hotel provides quality service and looks after the plants inside both the hotel and the garden outside, in close association with the interior decorator. Which step in developing a service blueprint accounts for the gardener's role in the service delivery process?  i. Identification of support services      ii Identification of customer segment      iii. Mapping the customer's view      iv. Adding physical evidence	2.5	CO1
Q5. B	Which among the following is not a component of situation review in the marketing Planning Process?  i. Marketing Audit      ii. Identification of alternate product mixes      iii. SWOT Analysis iv. Key assumptions.	2.5	CO1
Q6. A	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?  i. Core product      ii. Augmented product      iii. Potential Product iv. Actual Product	2.5	CO1
Q6. B	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 _____  i. Culture      ii. Subculture      iii. Social Class iv. Sub Class	2.5	CO1
<b>SECTION B : Scan &amp; Upload</b> <b>Attempt All Questions [5x10 = 50 Marks]</b>			
Q 7	Channel Intermediaries serves several specialized functions that enable manufacturers to make their goods available to their customers at the right place at right time. The functions that a channel performs depend on the sophistication of the customer needs and existing level of technologies. Elaborate on the functions or the role that the channel intermediaries perform in the value network chain for the companies?	10	CO2
Q8	Why should a company spend resources on positioning its product, when all that the customers want is a solution to their need? Do customers really care about the image of the product or the company while during taking the purchase decision?	10	CO2

Q9	In 1991, Hindustan Ciba-Geigy launched Cibaca-Lime toothpaste. However, despite of the 14 genuine herbal ingredients, the product failed. While people like lemon flavor in food, when it come to brushing, the citrus taste jarred the teeth. Similar is the case with other products that faced a major defeat while on the day of launch.  Illustrate the factors that contributes to the product failure?	10	CO2
Q10	New Product Development is erroneously perceived as the exclusive domain of developer. If a company has to launch successful product, the role and importance have to be as important as that of developer during the product development process.  Discuss the Role of Marketers / Marketing Person at each Stage of new product development process?	10	CO3
Q11	Price Should accurately be keyed to the value to the customer. The more value that a product gives compared to the competition, the higher the price that can be charged. Illustrate the ways for estimating the value to the customer? Also give the factors that influence pricing Decisions of the companies.	10	CO3

**SECTION-C: Scan & Upload**

**Attempt All Questions [1 (A+B) x 20 = 20 Marks]**

Q 12 A[I]	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	CO4
Q12. A[II]	<b>OR</b>  Pick a category basically dominated by two main brands. Evaluate the positioning of each brand. Who are their target markets? What are their main points-of-parity and points-of - difference? Have they defined their positioning correctly? How might it be improved?		
Q12.B [I]	Do customers really consider 'build strength' of a product when they are buying a product? Will they buy a prestigious brand, knowing fully well that they are buying an expensive and an inferior product? Are customers as enamored by brands as companies believe they are? Do customers really believe that their personality changes as they change the brands they own? And does society really confer prestige on people who possess prestigious brand? Discuss with the help of example/s the said questions.	10	CO4
Q12.B [II]	<b>OR</b>  Reference to the case, Filenes Basement: Inside a Fired Customer's relationship, How, in a business climate in which building relationships with customer has dominated		

<p>Q12 B [III]</p>	<p>both managerial thought and marketing budgets, could Filene’s basement have fired a loyal customer, one who was formally and informally recognized as one of its best customers?</p> <p style="text-align: center;"><b>OR</b></p> <p>As more firms practice relationship marketing and develop customer databases, privacy issues are emerging as an important topic. Consumers and public interest groups are scrutinizing— and sometimes criticizing—the privacy policies of firms and raising concerns about potential theft of online credit card information or other potentially sensitive or confidential financial information. Others maintain online privacy fears are unfounded and that security issues are as much a concern offline. They argue that the opportunity to steal information exists virtually everywhere, and it’s up to consumers to protect their interests. Do you believe ‘Privacy is a bigger issue online than offline’ or ‘Privacy is no different online than offline’? Explain.</p>		