


Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UPES
End Semester Examination, May 2024

Course: Marketing Management
Program: BBA
Course Code: MKTG 1004

Semester: II
Time : 03 hrs.
Max. Marks : 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Statement of question		CO1
i.	When Amazon broadened its focus from being the world's biggest online bookstore to being the world's biggest online retail store, which element of strategic planning did this represent? A) Geographic focus B) Mission C) Price leadership D) Infrastructure	2	
ii.	A ____ is when a company uses one of its established brand names on a new product or new product category A) Line Extension B) Family Branding C) Individual Branding D) Brand Extension	2	
iii.	Producing a Right Product for a Customer is a A) Production concept B) Selling Concept C) Marketing Concept D) Product Concept	2	
iv.	In the purchase of ____ goods, customer compares available alternatives based on suitability, quality, price and style. A) Unsought B) Specialty C) Convenience D) Shopping	2	
v.	This is the most tangible type of customer value, and organizations often measure it in terms of features, benefits, and performance. A) Monetary value B) Psychological value C) Functional value D) Environmental value	2	
vi.	Consumer Behaviour is inter-disciplinary & stems from A) Psychology B) Sociology C) Economics D) Anthropology E) All of the above	2	
vii.	"Kitna Deti Hai" Iconic Marketing Campaign by Maruti underlines which type of segmentation. A) Demographic B) Behavioural C) Psychographic D) Geographical	2	

viii.	What's the concept of MVP in New Product Development process A) Minimum Viable Product B) Minimum Viable Purchase C) Maximum Visibility Product D) Maximum Visibility Purchase	2	
ix.is a marketing strategy where a product is sold at a loss to attract customers and encourage them to buy other, more profitable products. A) Perceived value pricing B) Dynamic Pricing C) Loss Leader Pricing D) Price Skimming	2	
x.	Key word search, key word tracking, social bookmarking are the examples of A) SEO B) SEM C) SMM D) Web Analytics	2	
SECTION B 4Qx5M= 20 Marks			
			CO2
Q2	How do the product concept and production concept differ in their approaches to marketing, and what are some illustrative examples of each?	5	
Q3	Illustrate with example the concept of repositioning a brand.	5	
Q4	With the help of example explain how innovators support in penetrating a new product in the market.	5	
Q5	Explain channel design and its significance in distribution management.	5	
SECTION-C 3Qx10M=30 Marks			
			CO3
Q6	1. "Innovation serves as a catalyst for extending the product lifecycle, capturing consumers' interest, and sustaining their engagement over time." Comment and provide examples of products that have successfully undergone innovations to prolong their lifecycle. OR (a) What's the role of CSAT and NPS in improving a consumer's lifetime value? (b) It's extremely important for any organization to scan the marketing environment before entering an industry or a product category. Justify the statement.	10	
Q7	"Young consumers are more likely to engage with brands that offer personalized and interactive digital experiences." In the light of this statement, discuss the impact of technology on consumer behavior, particularly in the age of e-commerce and social media. How do online reviews, influencers, and personalized advertising affect consumer decision-making?	10	

Q8	<p>Describe the emerging trends in marketing that are shaping the contemporary business landscape. Highlight key technological advancements and consumer behavior shifts driving these trends. Discuss the significance of artificial intelligence (AI), machine learning, and data analytics in personalized marketing strategies.</p> <p>(i) In your response, provide specific examples of companies leveraging these trends to gain competitive advantage.</p> <p>(ii) Evaluate the implications of these emerging trends on traditional marketing approaches and recommend strategies for businesses to adapt and thrive in this evolving marketing environment.</p>	10	
SECTION-D 2Qx15M= 30 Marks			
	Statement of question		CO4
Q9	<p>Critically analyze a prominent product or service brand using the traditional 4Ps and extended 7Ps marketing mix frameworks, highlighting key components and their impact on the brand's market performance.</p> <p>(i) Evaluate how the brand's product strategy aligns with customer needs, pricing strategy reflects market positioning, distribution channels optimize reach, and promotional activities drive brand awareness.</p> <p>(ii) Additionally, explore how the brand's incorporation of people, processes, and physical evidence enhances customer experience and competitive advantage. Provide specific examples and insights to demonstrate the brand's strategic implementation of both marketing mix models for sustainable growth and customer satisfaction.</p>	15	
Q10	<p>Amazon's Alexa AI virtual assistant is typically used to play music, answer questions, schedule tasks and appointments, shop, and manage smart home devices. In 2019, Alexa was certified as compliant with the Health Insurance Portability & Accountability Act of 1996 (HIPAA), a federal law requiring creation of national standards to protect sensitive patient health information from being disclosed without the patient consent or knowledge. Developing the proper physical, administrative, and technical safeguards needed to keep health information secure has allowed Alexa to expand into health care. For example, Alexa has expanded into senior and assisted-living communities. In addition, setting reminders to manage daily living activities such as grooming, homemaking, and leisure, Alexa has helped people manage health care tasks in novel ways. Thus, Alexa is thriving in a fast-changing market. Being able to manage daily tasks and health care by voice can potentially benefit everyone. But there are multiple concerns on this front. And doing so through global tech giant Amazon</p>	15	

invites additional ethical concerns such as whether and when the pursuit of profits trumps the goal of enhancing health care for Alexa users.

- (i) Consider the case where Alexa becomes a common and useful part of the health-care ecosystem, leading to better-coordinated, higher-quality care for the Alexa user. In this situation, could the social divide between socioeconomic groups related to health-care access become even deeper?
- (ii) Looking from the ethical marketer lens, what are three pros and three cons of using Alexa devices for health care?

OR

You are a group of MBA students tasked with applying the New Product Development (NPD) process to launch a new product within a limited budget. Your team has access to a seed capital of 20 lakhs and is brainstorming ideas for a product in the FMCG (Fast-Moving Consumer Goods) category. However, you are facing challenges in deciding which product to develop and launch.

- (i) Utilize the NPD process to identify, develop, and launch a new FMCG product with a brand name.
- (ii) Optimize the use of limited seed capital to ensure cost-effective product development and market entry. Demonstrate effective market research, concept testing, and validation techniques to support decision-making.