

**MBA-I / SEM-I**  
**Basics of Marketing - 105 (2021 Pattern)**  
**Term End Paper**  
**2023-24**  
**SET A**

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**Instructions:**

- 1. All sections are compulsory    2. Important instructions are given in each section.**
- .....

**Section A**

**(2×5)**

- Note:**    **1. Answer any 5 questions**  
              **2. Each question carries 2 marks.**

**a) Choose the right option and write only the answer in the answer sheet. (2marks)**

1. Micro- marketing is a
  - a. Direct sales activity
  - b. Set of activities performed by organizations
  - c. Customers relationship activity
  - d. None of the above
2. A market consists of potential buyers of a good or service. However, for a market to exist:
  - a. wholesalers and retailers are involved in the distribution of the product.
  - b. One firm must dominate in sales and product development.
  - c. people must have unsatisfied wants and needs as well as a willingness and ability to buy.
  - d. the product must be laboratory tested and approved by the Federal Food and Drug Administration
3. A cluster of complementary goods and services across diverse set of industries is called as \_\_\_\_\_
  - a. Market place
  - b. Meta market
  - c. Market space
  - d. Resource Market
4. Which of the following type of product would be difficult to brand.
  - a. Muselli
  - b. Medical Soap
  - c. Consultancy services
  - d. Hybrid two wheeler

**b) Give two examples, where 'unique selling proposition' (USP) is justified by most of the elements of promotion-mix of the marketer(s)?**

**c) List out the approaches/orientation of company towards market:**

- i) \_\_\_\_\_, ii) \_\_\_\_\_, iii) \_\_\_\_\_ & iv) \_\_\_\_\_.

**d) Differentiate Between Consumer Market & Organizational Markets.**

**e) Outline 7Ps of services**

**f) Give any two examples of Brick & Click model.**

**g)** For each of the following products, should the seller adopt a market skimming or market penetration pricing strategy

- i. Electric passenger car
- ii. Top end mobile phone

**h) Match the following:**

<b>A. Customer Value</b>	1. The difference between what a customer's gets from a product, and what he or she has to give in order to get it.
<b>B. Market Offering</b>	2. Some combination of products, services, information or experiences offered to a market to satisfy a need or want.
<b>C. Satisfaction</b>	3. Customers buy products and services again and tell others about their good experience.
<b>D. Marketer</b>	4. It means someone seeking a resource from someone else & willing to offer something of value in exchange.
	5. The act of obtaining a desired objective from someone by offering something in return.
	6. The set of all actual and potential buyers of a product or service.

**Section B**

**(5×2)**

**Note :** 1. Answer any 2 questions

2. Each question carries 5 marks.

**A)** Describe how each of the following could go beyond an exchange situation to establishing a relationship with customers.

- i. Online fresh-cut vegetable retailer
- ii. Automobile dealership

**B)** Explain in brief the five stages in the Buying Decision process for an **Home Exercise Equipment**.

**C)** Compare and contrast customer needs, wants and demands. Describe the need versus want for the following products:

i.



ii.



iii.



**Section C**

**(10×1)**

**Note: 1. Answer Question A or B.**

**2. Each question carries 10 marks.**

- A)** Undertake the Macro environmental analysis **for any one** of the following product/ services
- a. Video games      b. Plant-Based Food

**OR**

**B).** As marketing manager of a big hotel located at an important tourist destination, what societal concerns would be faced by you and what steps would you plan to take care of these concerns? Discuss.

**Section D**

**(10×1)**

**Note: 1. Solve any Case Study of A or B.**

**2. Each question carries 10 marks.**

- A)** Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

**Questions**

- i. How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?
- ii. What would be your suggestions for distribution channel for mushrooms?

**OR**

Read the case given below and answer the questions given at the end of the case.

India is among the hottest growth markets for AC makers, just like other consumer goods companies. Daikin entered India in 2000 as an 80:20 JV with Siddharth Shriram group company Siel. In 2004, it bought out Siel's 20% stake to make the Indian firm a wholly owned subsidiary.

All these years, Daikin's sold bulk of its ACs to offices and factories and served only the upper middle class homes.

Since entry-level products are driving volumes across categories, the company could not afford to stay away from that segment for long. Daikin launched 14 models for homes last year and the starting model was only 10-15% costlier than similar models offered by the competition. Earlier the price gap used to be 50%.

Changing lifestyle, increasing disposable income, falling prices and wider availability have all contributed to the rise in air-conditioners sales. Demand is also rising in smaller cities and towns as well as more households join the buoying middle class segment.

With introduction of cheaper products, enhanced distribution network and aggressive promotional activities in the last one year, the company claims to have already increased its market share marginally which is encouraging and it wants to become one of the top three room air conditioners marketers. The company plans to introduce more mass products, which account for more than 80% of the country's room AC market.

**Questions :**

Develop suitable promotional strategies for the company for the following segments:

- (a) Home segment
- (b) Offices and factories segment

**Section E**

**(10×1)**

**Note: 1. Answer Question A or B.**

**2. Each question carries 10 marks.**

A) Why is it essential for marketers to grasp and adapt to consumer behavior at each stage of the buying process, and how can a live case or example illustrate this significance?

**OR**

B) Which product life-cycle stage, if any, is the most important? Which stage is the riskiest? Which stage offers the greatest profit potential? Which stage appears to require the greatest amount of 'hands-on' management? You may use practical examples to address these questions and to explain the thinking behind each of your answers

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**SET B**

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**Instructions:**

- A. All sections are compulsory    2. Important instructions are given in each section.**
- .....

**Section A**

**(2×5)**

- Note:**     **1. Answer any 5 questions**  
              **2. Each question carries 2 marks.**

**a) Choose the right option and write only the answer in the answer sheet. (2marks)**

1. Which one of the following phrases reflects the marketing concept?

- a. This is what I want, won't you please make it?
- b. Marketing should be viewed as hunting not gardening
- c. The supplier is a king in the market
- d. This is what I make, won't you please buy it?

2. A market consists of potential buyers of a good or service. However, for a market to exist:

- a. wholesalers and retailers are involved in the distribution of the product.
- b. One firm must dominate in sales and product development.
- c. people must have unsatisfied wants and needs as well as a willingness and ability to buy.
- d. the product must be laboratory tested and approved by the Federal Food and Drug Administration

3. You have to convince your boss that packaging will be the key to increasing sales of the company's new line of instant fruit pudding mixes, so you tell him the packaging:

- a. will cause no environmental damage
- b. allows products to be shipped more easily
- c. conforms to government regulations
- d. can be used to help promote the product

4. The main marketing objective for the maturity stage of the PLC is what among the following mentioned options?

- a. Harvest
- b. Differentiation
- c. Deletion
- d. Maintain brand loyalty

**b) Describe the Zero Level Channel with two examples.**

c) List out the various stages of Product life Cycle:

i) \_\_\_\_\_, ii) \_\_\_\_\_, iii) \_\_\_\_\_ & iv) \_\_\_\_\_.

d) Differentiate Between Product & Service.

e) Give examples for any two each of the following:

(i) Advertisements using the USP;

(ii) Advertisements based on 'imagery';

(iii) Advertisements using rationality as the main motivator.

f) Give one examples of each Brick and Motar & Brick & Click model.

g) Differentiate between characteristics of B2B and Consumer Markets

h) Match the following:

<b>A. Production orientation</b>	1. Image is enhanced, appeals to upcoming markets and ethical are few advantages of this orientation.
<b>B. Product orientation</b>	2. Customer satisfaction, loyalty, continual investment in research are few advantages of this orientation.
<b>C. Marketing orientation</b>	3. The Quality is believed to form the main value proposition of this orientation
<b>D. Societal orientation</b>	4. The price is believed to form the main value proposition of this orientation
	5. In a way, it does prioritise its customers but not in a sense of listening to their needs and wants – it simply wants to sell to them.

**Section B**

**(5×2)**

**Note: 1. Answer any 2 questions**

**2. Each question carries 5 marks.**

- A. Growing roses in household gardens is not easy. Jagtap Nurseries has developed a rose bush that needs no spraying, pruning, or dusting and has prolific flowering. What advice of direct relevance to this situation would you give Jagtap Nurseries to develop brand recognition and sustain consumer loyalty for:
- a) their new product; b) their product range more generally; and c) their corporate nursery brand?
- B. What are the reasons which indicate that consumers are less loyal now than in the past? List certain companies where consumers are loyal and discuss the factors leading towards this situation.

C. Outline & explain the marketing environments talked in this piece of news.



**Section C**

**(10×1)**

**Note: 1. Answer Question A or B.**

**2. Each question carries 10 marks.**

**A)** Consider a recent purchase you made. It could be a product or service. Reflect on the stages of the consumer buying process and the specific roles played by individuals involved in the decision-making. Please answer the following:

- Describe how you became aware of the need for the product or service. Was it through advertising, recommendations, or other means?
- Explain the factors that influenced your consideration of different options. What information or features were most important in your decision-making process?
- Share insights into how you made the final purchase decision. What factors were decisive, and where did you make the purchase?
- Reflect on your satisfaction after making the purchase. Were your expectations met, and how did your experience impact your likelihood of future purchases with the same brand or product?
- Identify the specific roles of individuals involved in the decision-making process. Were there influencers, deciders, buyers, or users, and how did their perspectives impact the final choice?.



**OR**

**B)** Discuss the life cycle of a product in terms of its probable impact on manufacturers marketing mix. Illustrate using a battery operated toothbrushes.

**Section D**

**(10×1)**

**Note: 1. Solve any Case Study A or B.**

**2. Each question carries 10 marks.**

**OR**

**A)** In June 2002, the employees of Hindustan Lever Ltd. (HLL), a subsidiary of the fast moving consumer goods (FMCG) major Unilever and India's leading FMCG Company literally took to streets. The company was undertaking a promotional exercise in the rural areas of three states - Madhya Pradesh (MP), Bihar and Orissa for its utensil-cleansing bar, 'Vim'. A part of HLL's ongoing television (TV) campaign, 'Vim Khar Khar Challenge', the promotion drive involved company officials to visit rural towns and demonstrate how vessels are cleaned with Vim. Commenting on this, Sanjay Bhel, HLL's marketing manager, said, "for the purpose, we are educating the rural masses on the on-going 'Vim Khar Khar Challenge' TV commercial by conducting live demonstrations about vessel cleaning. Our aim is to tap the growth rate of the Rs.4 billion scouring bar market -although it has been growing at a rate of 15% per annum, since last year it has been decelerating. This exercise was just one of the numerous marketing drives undertaken by HLL over the decades to increase its penetration in the Indian rural markets. The company had, in fact, earned the distinction of becoming one of the few Indian companies that had tapped the country's vast rural population so extensively. It was therefore not mere coincidence that around 50% of its turnover came from rural markets. With the penetration of their product reaching saturation levels in many urban markets, FMCG companies had to turn towards rural areas in order to sustain revenue growth and profitability. Since the disposable income in the hands of rural people had been increasing in the late -1990s and the early 21st century, it made sense for companies to focus their energies on this segment.

**Questions:**

(a) What is the strategy formed by Sanjay Bhel? On what basis it was targeted in rural population.



- (b) Why a (TV) campaign promoted as ‘Vim Khar Khar Challenge’ which group they targeted.
- (c) On what basis the product introduced in three states.
- (d) Why Mr. Sanjay Bhel, decided to focus in a different audience.
- (e) Discuss about product marketing and brand profile in FMCG, how product was market segmented.

**B.** The ultimate goal of service marketing is to drive customer from awareness to advocacy. In general, there are three main sources of influence marketers can use to do so. A customer’s decision are usually influenced by a combination of their own influence, others’ influence, and outer influence. The outer influence comes from external sources. It is purposely initiated by brands through advertising and other marketing. It may also come from other customer interfaces such as sales force and customer service staff. Similarly, others’ influence also comes from the external environment. Typically, it comes from a close circle of friends and family as word of mouth. Others’ influence can also come from a broader but independent community to which customers belong. Among many segments, the youth, women, and netizens (YWN) are the most influential. Despite a brand’s effort, it is essentially difficult to manage and control the outcome of others’ influence. The only way for a brand to do so is through community marketing. Companies cannot directly control the conversation within the community, but they may facilitate discussion with the help of loyal customers. On the other hand, own influence comes from within oneself. It is a result of past experience and interaction with several brands, personal judgment and evaluation of the brands, and finally individual preference toward the chosen brand(s).

- (a) Why are social media such as YouTube, and blogs so important in the marketing of services?
- (b) What are some of the challenges in service communications and how do you overcome them?

**Section E**

**(10×1)**

**Note: 1. Answer Question A or B.**

**2. Each question carries 10 marks.**

- A) A hotel tries to ensure that its guest look forward to “staying longer” in the hotel. Design a marketing mix for the hotel.

**OR**

- B) In the ‘maturity stage’ of Product life cycle the market becomes saturated, price competition intensifies, and the rate of sales growth slows down. Suggest strategic choices in such a stage of the PLC.

**MBA-I / SEM-I**  
**Basics of Marketing - 105 (2019 Pattern)**  
**Term End Exam**  
**2023-24**  
**SET C**

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**Instructions:**

- 1. All sections are compulsory**
- 2. Important instructions are given in each section.**

.....  
**Section A**

**(2×5)**

**Note :**    **1. Answer any 5 questions**

**2. Each question carries 2 marks.**

**a) Choose the right option and write only the answer in the answer sheet. (2marks)**

1. Spot Inc., is a manufacturer of chilies that are used by Boilex Inc., to manufacture chili powder. In this instance, Spot Inc. acts as a \_\_\_\_\_.

- a. Distributor      b. Supplier      c. Retailers      d. Wholesalers

2. Defining the market means that marketers should not just focus on products that they sell. This strategic error is called

- a. Marketing Whims    b. marketing myopia    c. marketing relationships    d. None of the above

3. For DIMR, all students aspiring to do MBA are \_\_\_\_\_ customers.

- a. Present      b. Past      c. Potential      d. Existing

4. If a food company gives a free Coke in particular burger to increase sales, it is altering which one of the following elements of the marketing mix?

- a. Product      b. Price      c. Promotion      d. Place

**b) Bending the customer according to product and developing the product according to customer needs are two important concepts of marketing management. Identify the concepts.**

**c) List out the minimum two requirements for exchange to happen.**

**d) Explain meaning of the term Marketing Myopia with an example.**

e) Explain any 2 of the following concepts in the context of a Mobile Phone

- i. Value Selection
- ii. Value Creation and Delivery
- iii. Value Communication
- iv. Value Enhancement

f) Fill in the blanks

- i. North West Airlines started their operations from India to various parts of the country in the year 2015. The company had been successful in its operations as more people preferred to travel by air due to change in the lifestyle and attitude towards work and leisure. It is \_\_\_\_\_ factor as per PESTEL model.
- ii. \_\_\_\_\_ orientation is based on assumption that consumers will prefer products that are widely available & inexpensive.

g) Name the core concepts of marketing.

h) List any four factors included in 'micro environment'?

**Section B**

**(5×2)**

**Note: 1. Answer any 2 questions**

**2. Each question carries 5 marks.**

**A)** Customers are becoming more concerned about the natural environment. How would this trend affect a company that markets plastic food bags? Discuss some effective responses to this trend.

**B)** Foreign companies sometimes find it difficult to establish their brands in the Indian market. Give any one instance where such a thing happened and what were the reasons behind it?

C) Compare and contrast customer needs, wants and demands. Describe the need versus want for the following products:

i.



ii.



iii.



**Section C**

**(10×1)**

**Note: 1. Answer Question A or B.**

**2. Each question carries 10 marks.**

**A) How will you infer that an organization is pursuing production, product, selling or marketing orientation? Explain with the example of any one:**

i. state electricity boards, ii. Universities iii. Movie producer iv. Mobile phone manufacturer

**OR**

**B) Undertake the Micro environmental analysis for any one of the following product/ services**

a. Airline      b. Saloon      c. Mobile phone manufacturer      d. Family Holiday Package

**Section D**

**(10×1)**

**Note: 1. Solve any Case Study of Answer Question A or B.**

**2. Each question carries 10 marks.**

**A.)** Ya Kun Coffee & Toast in Yangon Coffee is a favorite beverage of people around the world. Myanmar consumers prefer too to drink coffee as a staple beverage for many years. Coffee is drunk at home or at café (also known as tea shop in Myanmar.) Sipping coffee or tea and chatting with friends at tea shops is a habit for many Myanmar people, young and old. Traditional tea shops that sell both tea and coffee are present everywhere in Myanmar. In these days, as the country has opened her door and a lot of foreigners are visiting Myanmar, modern cafés are also established in major cities and towns. In parallel with the increasing number of modern cafes, coffee plantation in Myanmar has been increased and different sorts of coffee are being offered in retail outlets. Coffees sold in outlets are both gourmet coffee and instant coffee like 3-in-1.

One of the cafés in Myanmar which are in origin of a foreign country or in international chain is Ya Kun Coffee & Toast, Ya Kun is Singaporean chain of mass-market, retro-ambience cafes selling toast products (notably Kaya toast), soft-boiled eggs and coffee. Founded by Loi Ah Koon in 1944, Ya Kun remained a small family-run stall for decades, but have expanded rapidly since Loh's youngest son headed the business in 1999, They have 70 over outlets, mostly franchised, across seven countries (China, Indonesia, Japan, Myanmar, South Korea, Taiwan and Philippines) and are a Singaporean cultural icon, known for their traditional brand identity and conservative, people-centric corporate culture. Ya Kun opened its first coffee outlet in FMI centre near to the popular Bogyoke Aung San market. Recently, the 5th outlet was opened in Myanmar Plaza. The foods and drinks offered in Ya Kun are in Singapore and Malaysian style, with high hygiene standards, but with affordable and reasonable prices. The shops are expected to be popular in Yangon and gaining increasingly the brand awareness and high scores of customer satisfaction.

**Questions:** Suppose you are the marketing director of the Ya Kun Coffee & Toast in Myanmar.

- (a) What will be your growth strategies to be pursued in Yangon? (Present details about the strategy and the rationale behind the strategy)?
- (b) What is your approach to develop customer-driven strategies? (State market segments, the target market and the positioning strategy)?
- (c) What is your marketing programme for a specific market segment? (State the selected target market and present in details the marketing elements in the programme.)

**OR**

**B. Technology and Innovation: Uber, Lyft, and the Self-Driving Car: The Transportation of the Future Is Coming Soon**

Although the ride-sharing industry is still relatively new, it has seen explosive growth, and its two main rivals, Uber and Lyft, are looking for ways to increase their capacity to serve riders. Both firms, and rivals like them, operate in basically the same way. A person needing a ride uses a smartphone app to alert a nearby person with a

car of their location. The driver, usually an independent contractor for the service (meaning they are just a person with a car that has signed up to provide rides in exchange for a portion of the fare the customer pays), picks up the customer and drives them to their destination. Paying for the ride is also handled through the app, and the driver receives about 75–80% of the fare, with Uber or Lyft keeping the balance.<sup>12</sup>

The ride-share pickup area at Pierre Elliott Trudeau Airport in Montreal. Due to the popularity of ride sharing with companies such as Uber and Lyft, municipalities and airports have had to accommodate the changing demands of customers. The popularity of ride-sharing services has soared, and both companies are constantly recruiting more drivers. However, both companies have also explored alternatives to independent drivers: self-driving cars. Uber and Lyft have taken different paths to develop this capability. Uber has worked to internally develop its own software technology and self-driving car technology, while Lyft has focused on software interfaces that can accommodate other companies' self-driving cars.<sup>13</sup> Lyft's partnerships with firms such as Google and GM that are already developing self-driving cars has put it ahead of Uber in the race to get driverless vehicles into its ride-sharing network, and it was able to test self-driving cars in Boston by partnering with NuTonomy in 2017.<sup>14</sup> Lyft offered a demonstration to journalists at the Consumer Electronics Show in Las Vegas in 2018, offering rides in self-driving cars developed by Aptiv.<sup>15</sup> Uber had been testing similar technology in Pittsburgh but suspended its self-driving car program after a fatal pedestrian accident in Arizona.<sup>16</sup>

### **Critical Thinking Questions**

- Q.1 What resource or capability challenges have Uber and Lyft faced because their fast company growth?
- Q2. What PESTEL factors do you think are contributing to the popularity of ride-sharing services?
- Q3. What industry challenges does the use of self-driving cars address?

### **Section E**

**(10×1)**

**Note: 1. Answer Question A or B.**

#### **2. Each question carries 10 marks.**

A) Why is it essential for marketers to grasp and adapt to consumer behavior at each stage of the buying process, and how can a live case or example illustrate this significance?

**OR**

B) If you have been appointed as marketing manager in Paytm digital payments company which is experiencing uneven demand for its facilities. Create & explain how you will re-design the marketing mix for the company.

**MBA-I / SEM-I**  
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**Term End Paper**  
**2023-24**  
**SET D**

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**Instructions:**

**A) All sections are compulsory    2. Important instructions are given in each section.**

.....

**Section A**

**(2×5)**

**Note:**     **1. Answer any 5 questions**  
              **2. Each question carries 2 marks.**

**a) Choose the right option and write only the answer in the answer sheet. (2marks)**

1. Rupali intends to start an enterprise that produces chocolates. Based on her analysis of the market, she decided to launch jaggery based chocolates under the brand name 'Desi Delight'. She has decided to fix up the price of chocolates relatively at lower level in the beginning and later on as the demand picks up she may revise the prices. Identify the elements of marketing mix being taken into consideration by Rupali.

- a. Product & Place
- b. Place & Promotion
- c. Product & Price
- d. Price & Place

2. A market consists of potential buyers of a good or service. However, for a market to exist:

- a. wholesalers and retailers are involved in the distribution of the product.
- b. One firm must dominate in sales and product development.
- c. people must have unsatisfied wants and needs as well as a willingness and ability to buy.
- d. the product must be laboratory tested and approved by the Federal Food and Drug Administration

3. Nick purchased a book store gift card for his sister Agatha's birthday. Agatha takes the gift card and purchases a book she's wanted to get. Agatha is a:

- a. Customer        b. consumer        c. producer        d. buyer

4. During the off-season, **BREAKFAST ON THE TABLE**, a bed-and-breakfast inn, offers a 25 percent reduction on its weekend rates to entice customers to make last-minute reservations at its Web site. This is an example of pricing strategy used as a:

- a. distribution tool
- b. promotion strategy
- c. product strategy
- d. direct sales tool



- b)** Give two examples, where ‘unique selling proposition’ (USP) is justified by most of the elements of promotion-mix of the marketer(s)?
- c)** List out the approaches/orientation of company towards market:  
i) \_\_\_\_\_, ii) \_\_\_\_\_, iii) \_\_\_\_\_ & iv) \_\_\_\_\_.
- d)** Differentiate Between Consumer Market & Organizational Markets.
- e)** Point out the difference between Macro & micro environment.
- f)** Make a list of sales promotion tools used by shoes industry in India.
- g)** For each of the following products, should the seller adopt a market skimming or market penetration pricing strategy? And Why?
- i. Designer Watch
  - ii. Artificial Jewellery

**h) Match the following:**

<b>A. Product Concept</b>	1. Customer Need & Society well being
<b>B. Production Concept</b>	2. Quality of the Product
<b>C. Selling Concept</b>	3. Quantity of the Product
<b>D. Societal Concept</b>	4. Existing Product
	5. Futuristic Products

**Section B**

**(5×2)**

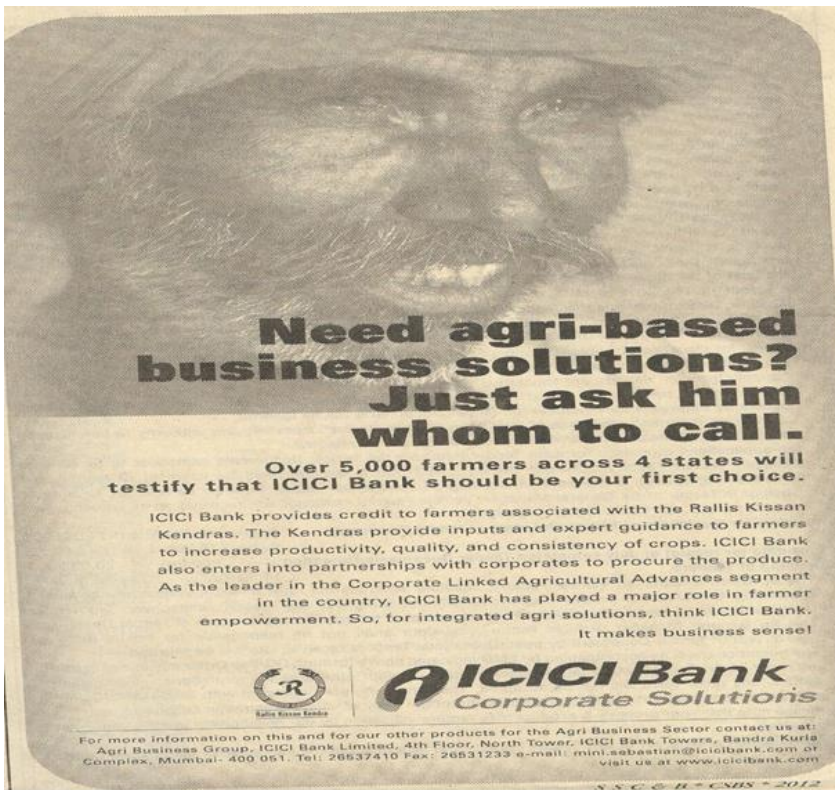
**Note :** 1. Answer any 2 questions

2. Each question carries 5 marks.

A) Explain goods and services continuum with respect to the situation where you have checked in a Five Star Hotel.

B) You are a retail store owner. How would you apply the concept of "customer relationship management" to retain and attract customers?

C) In the light of following advertisement explain the terms - need, want, demand and market.



**Section C**

**(10×1)**

**Note:** 1. Answer Question A or B.

2. Each question carries 10 marks.

A) What do you mean by customer satisfaction & customer delight? Explain these concepts with following example & suggest measures to improve customer satisfaction.

(a) Club Membership                      **OR**                      (b) Noodles (Ready to Cook)

**B) What are the steps in buying decision Process? Imagine the process of buying for any one**

a) Home Exercise Equipment.                      **OR**                      b)                      an education course,

**Section D**

**(10×1)**

**Note: 1. Solve any Case Study A or B.**

**2. Each question carries 10 marks.**

**A) A) Sachin and Virag** are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day.

Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market.

Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

**Questions**

- i. How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?
- ii. What would be your suggestions for distribution channel for mushrooms?

**OR**

**B) Tesla Aims for the Mass Market**

Elon Musk cofounded Tesla in 2003 with the vision of making electric cars that could rival, and even replace, traditional gas-engine cars in the consumer marketplace. At the start of the 21st century, the external environment was beginning to show favorable signs for the development of electric cars: people were becoming more concerned about the environment and their carbon footprints, and gas prices were beginning a steep climb that had already spurred the sales of hybrid gas-electric cars such as the Toyota Prius.

The automobile industry was not responding to these environmental trends, instead relying on the fact that trucks such as the Ford F-150 and Chevrolet Silverado were still the two top-selling vehicles in America in 2003. Musk saw a different future for vehicles, and Tesla introduced the all-electric Roadster in 2008. Four years later, the more practical Model S was introduced, and Tesla sales began to climb.

As a new entrant in the automobile industry, though, Tesla faced several challenges. Manufacturing and distribution in this industry are extremely expensive, and Tesla had to develop the capability of efficiently

manufacturing large quantities of cars. Tesla also had to establish dealerships for its cars, although it also decided to sell cars online, taking advantage of tech-savvy consumers' comfort with online shopping. Perhaps Tesla's greatest challenge was convincing consumers to trust the new technology of all-electric cars. *Range anxiety* became an actual term, describing people's fear that their car batteries would run out before they reached their destinations. To combat this, Tesla developed an extensive network of charging stations so consumers could be confident that they could charge their cars conveniently.

Elon Musk has been a master of raising money to fund Tesla's efforts to successfully enter the mainstream automobile manufacturing industry; so far, Tesla's entry has cost billions of dollars. Tesla has also taken advantage of tax incentives to develop its charging stations and to sell its cars, because Tesla customers receive tax credits for the purchase of their cars. Tesla cars are not inexpensive, however, and that has limited their marketability. Most Americans cannot afford the Model S or more recent Model X's high prices (up to and exceeding \$100,000).

In 2017, Tesla launched the Model 3, designed to transform the car industry by being its first mass-market, affordable model. The company started taking "reservations" for the model in 2016, promising that it would arrive with a \$35,000 price tag. By mid-2017, the reservations list had reached half a million customers, creating a new problem for Tesla. How could it possibly manufacture that many cars when production levels for all of 2016 were less than 84,000 cars?

### **The Tesla Model 3.**



**Critical Thinking Questions**

1. What PESTEL factors supported Tesla's success? Which factors posed challenges?
2. How has Tesla's strategic position changed since it was founded in 2003?
3. What kind of responses would you expect from Tesla's rivals in the automobile manufacturing industry to the Model 3's popularity?

**Section E**

**(10×1)**

**Note: 1. Answer Question A or B.**

**2. Each question carries 10 marks.**

A) You are the marketing manager of XYZ Company which is producing and marketing two wheeler vehicles (motor cycles). Now the company is planning to diversify into consumer goods, to start with Bread. Company asked your views whether the existing channels of distribution for motor cycles can be used for the distribution of bread or not. Give your views with necessary explanation.

**OR**

B) You have recently started a FMCG company and want a robust marketing mix for the company to tackle fierce competition from major players like HUL and P&G. Keeping this in mind, design a marketing mix for your company.



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**Instructions:**

- 1. All sections are compulsory    2. Important instructions are given in each section.**
- .....

**Section A**

**(2×5)**

- Note:**    **1. Answer any 5 questions**  
             **2. Each question carries 2 marks.**

**a) Choose the right option and write only the answer in the answer sheet. (2marks)**

1. Johnson's Baby Oil is advertised as a skin softener for babies and as a makeup remover for women. This is an example of:

- a. Finding new users
- b. Creating new use situations
- c. Increasing use by existing customers
- d. Modifying the product

2. Minute Maid squeeze-fresh OJ concentrate: advertising and packaging did not educate on how to use the product and as a result consumers did not know how to use it. Which of the reasons below is most likely the reason for this product failure?

- a. Insignificant “point of difference”
- b. Incomplete market and product definition
- c. Too little market attractiveness (size and growth of market)
- d. Poor execution of the marketing mix
- e. Poor product quality on critical factors

3. Del Monte’s Barbecue Ketchup that contained finely chopped onions and was aimed at the heavy ketchup-eating segment (kids). That segment –kids-- did not care for onions. Which of the reasons below is most likely the reason for this product failure?

- a. Insignificant “point of difference”
- b. Incomplete market and product definition
- c. Too little market attractiveness (size and growth of mkt)
- d. Poor execution of the marketing mix
- e. Poor product quality on critical factors

4. Which of the following type of product would be difficult to brand.

- a. Muselli                      b. Medical Soap                      c. Consultancy services                      d. Hybrid two wheeler

- b)** Give two examples, where ‘unique selling proposition’ (USP) is justified by most of the elements of promotion-mix of the marketer(s)?
- c)** List B2B and B2C markets using appropriate examples.
- d)** Differentiate Between Product & Brand
- e)** State any two points of importance of marketing to consumer
- f)** Give one example of each tangible and intangible products.
- g)** Name the type of channel of distribution will be suitable in each of the following cases?
- For a perishable product
  - Where large number of wholesalers are involved and are scattered throughout the country.
  - For durable products like washing machines

**h) Match the following:**

Given below are words in two columns. You have to match the words of column A with words of column B, so that the matched words describe an objective of marketing.

Column A	Column B
A. Customer	1. Goodwill
B. Increase in	2. Sales volume
C. Profitable	3. Product
D. Better Quality	4. Satisfaction
E. Create	5. Demand

**Section B**

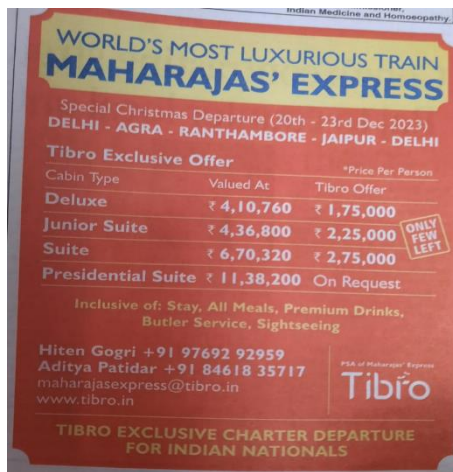
**(5×2)**

- Note:**
- 1. Answer any 2 questions**
  - 2. Each question carries 5 marks.**

**A)** Describe how each of the following could go beyond an exchange situation to establishing a relationship with customers.

- Online fresh-cut vegetable retailer
- Automobile dealership





**B)** In the light of above advertisement identify who are the customers and justify the advertisement for them.

**C)** Compare and contrast consumer buying behavior in high-involvement and low-involvement purchase decisions.

### **Section C**

**(10×1)**

**Note: 1. Answer Question A or B.**

**2. Each question carries 10 marks.**

**A)** Undertake the Macro environmental analysis **for any one** of the following product/ services  
a. Medical shop      b. Tourism Company

**B)** Discuss the life cycle of a product in terms of its probable impact on manufacturers marketing mix. Illustrate using a battery operated toothbrushes.

### **Section D**

**(10×1)**

**Note: 1. Solve any Case Study of Answer Question A or B.**

**2. Each question carries 10 marks.**

**A)** Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for

mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day.

Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

#### Questions

- How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?
- What would be your suggestions for distribution channel for mushrooms?

B) India's Refrigerator market estimated at Rs. 2750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 million. As there is a demand and a surplus supply, all the manufacturers are trying out for Page 25 of 31 new strategies in the market. Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling; now the systems is exchange for old “bring your old refrigerator and take a new one with many gifts”. A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand. Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux strategy is customization of market, with special attention to the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%.

The market shares of the major players are as follows:

Godrej 30%	
Videocon 13%	
Kelvinator 12%	
Allwyn 10%	
L.G 1%	
Others 1%	

#### Questions:

- Could the refrigerator market be segmented on geographical base planned by Electrolux?
- What would be the marketing mix for rural market?
- Would 125 L and 150 L models be an ideal choice to launch in rural market?

**Section E**

**(10×1)**

**Note: 1. Answer Question A or B.**

**2. Each question carries 10 marks.**

A) A hotel tries to ensure that its guest look forward to “staying longer” in the hotel. Design a marketing mix for the hotel.

**OR**

B) Perform a quick PESTEL analysis of the companies listed below. What is the largest risk for each of the companies? Assume that you had \$100,000 to invest in one of more of these companies. Explain how you would allocate your investment and why you chose this particular allocation.

- a. Uber
- b. Tesla
- c. General Motors

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**Instructions:**

- 1. All sections are compulsory    2. Important instructions are given in each section.**
- .....

**Section A**

**(2×5)**

- Note:**    **1. Answer any 5 questions**  
              **2. Each question carries 2 marks.**

**a) Choose the right option and write only the answer in the answer sheet. (2marks)**

1. Amit thought he had received the best deal on his new car. Shortly after the purchase, Amit started to notice certain disadvantages of his new car as he learned more about other cars available. Amit is experiencing \_\_\_\_\_.
  - i) selective perception
  - ii) information evaluation
  - iii) purchase decision
  - iv) postpurchase cognitive dissonance
  
2. The target group for Education loans is \_\_\_\_\_.
  - i) Students seeking higher education
  - ii) The ones who can't meet the higher cost of education.
  - iii) All parents
  - iv) Students willing to take higher education but financially weak

a) 1                                  b) 1 & 2                                  c) 2 & 4                                  d) 3
  
3. Skimming-the-cream pricing policy should not be adopted when
  - i. The product is new and is a speciality product.
  - ii. Heavy expenses have been incurred on the development and introduction of the product.
  - iii. Demand is to be restricted to the level which can be easily met.
  - iv. The demand for the product is highly elastic.
  
4. One of the following is a characteristic of service:
  - i. It can be touched or viewed
  - ii. It can be stored
  - iii. It cannot be separated from the service provider
  - iv. It can be produced in anticipation of demand

**b)** Nisha a school bag manufacturer decided to improve the product for profit maximization and thus added a water bottle holder to existing design

- (i) Identify the marketing management philosophy adopted by Nisha and
- (ii) Explain this philosophy on the basis of: (1) Main focus and (2) Means and ends

**c)** Name the element of marketing mix in which a set of firms and individuals creates possession, place and time utility and helps in market offering. Also explain any five important functions performed by this element.

**d)** Differentiate Between Consumer Market & Organizational Markets.

**e)** Give one advantage and one disadvantage of distributing free samples for sales promotion.

**f)** List the marketing mix for a fast food resto

**g)** Under what cases (any 2) the term rent is used as payment for service.

**h) Match the following:**

<b>A. Marketing Mix</b>	1. Set of potential Customers
<b>B. SWOT Analysis</b>	2. Controllable variables
<b>C. Markets</b>	3. Gathering and analyzing information
<b>D. Word of Mouth (WoM)</b>	4. Sales Promotion
	5. Blogs

**Section B**

**(5×2)**

**Note :** 1. Answer any 2 questions  
2. Each question carries 5 marks.

**A)** The Fancy Store' is a popular retail shop dealing in all kinds of fashionable items. Harish, the owner of the store believes in pushing the sale of his products through aggressive sales promotion techniques. Therefore, throughout the year he keeps offering various kinds short-term incentives to the buyers like discounts, quantity gifts, product combinations etc. On the contrary, his brother Ramesh who also runs a

retail shop dealing in all kinds of fashionable items in the nearby market tries to first assess the needs and wants of the buyers while deciding upon the product range. He also believes in building long term relations with the buyers and therefore offers only good quality products and handles the complaints of the buyers if any with politeness and patience.

In the context of above case:

- Identify the two different marketing concepts discussed in the above para.
- Distinguish between them on the basis of meaning, scope and strategies used.

**B)** In designing the advertising for a soft drink, which would you find more helpful: information about consumer demographics or about consumer lifestyles? Give examples of how you would use each type of information.

**C)** A young couple with double income intends to buy International tour package. Explain the buying process involved in this purchase scenario in the context of this news.





**Section C**

**(10×1)**

**Note: 1. Answer Question A or B.**

**2. Each question carries 10 marks.**

**A)** List and analyze the marketing environmental forces impacting the automobile sector in India.

**OR**

**B)** As a marketing manager of Tata Nano which is an inexpensive, rear-engine; four-passenger city car built for the Indian domestic market. One of the greatest strengths of Nano is its tiny price tag. Analyse the consumer buying behavior for Tata Nano. Support your answer with relevant theory..

**Section D**

**(10×1)**

**Note: 1. Solve any Case Study A or B.**

**2. Each question carries 10 marks.**

**CASE STUDY A**

Technology and Innovation: Uber, Lyft, and the Self-Driving Car: The Transportation of the Future Is Coming Soon

Although the ride-sharing industry is still relatively new, it has seen explosive growth, and its two main rivals, Uber and Lyft, are looking for ways to increase their capacity to serve riders. Both firms, and rivals like them, operate in basically the same way. A person needing a ride uses a smartphone app to alert a nearby person with a car of their location. The driver, usually an independent contractor for the service (meaning they are just a person with a car that has signed up to provide rides in exchange for a portion of the fare the customer pays), picks up the customer and drives them to their destination. Paying for the ride is also handled through the app, and the driver receives about 75–80% of the fare, with Uber or Lyft keeping the balance.<sup>12</sup>

Rideshare pickup area The ride-share pickup area at Pierre Elliott Trudeau Airport in Montreal. Due to the popularity of ride sharing with companies such as Uber and Lyft, municipalities and airports have had to accommodate the changing demands of customers. The popularity of ride-sharing services has soared, and both companies are constantly recruiting more drivers. However, both companies have also explored alternatives to independent drivers: self-driving cars. Uber and Lyft have taken different paths to develop this capability. Uber has worked to internally develop



its own software technology and self-driving car technology, while Lyft has focused on software interfaces that can accommodate other companies' self-driving cars.<sup>13</sup> Lyft's partnerships with firms such as Google and GM that are already developing self-driving cars has put it ahead of Uber in the race to get driverless vehicles into its ride-sharing network, and it was able to test self-driving cars in Boston by partnering with NuTonomy in 2017.<sup>14</sup> Lyft offered a demonstration to journalists at the Consumer Electronics Show in Las Vegas in 2018, offering rides in self-driving cars developed by Aptiv.<sup>15</sup> Uber had been testing similar technology in Pittsburgh but suspended its self-driving car program after a fatal pedestrian accident in Arizona.<sup>16</sup>

### **Critical Thinking Questions**

- What resource or capability challenges have Uber and Lyft faced because their fast company growth?
- What PESTEL factors do you think are contributing to the popularity of ride-sharing services?
- What industry challenges does the use of self-driving cars address?

### **CASE STUDY B.**

India's Refrigerator market estimated at Rs. 2750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 million. As there is a demand and a surplus supply, all the manufacturers are trying out for Page 25 of 31 new strategies in the market. Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling; now the systems is exchange for old "bring your old refrigerator and take a new one with many gifts". A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand. Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux strategy is customization of market, with special attention to the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%.

The market shares of the major players are as follows:

Godrej 30%	
Videocon 13%	
Kelvinator 12%	
Allwyn 10%	
L.G 1%	
Others 1%	

Questions:

- i. Could the refrigerator market be segmented on geographical base planned by Electrolux?
- ii. What would be the marketing mix for rural market?
- iii. Would 125 L and 150 L models be an ideal choice to launch in rural market?

**Section E**

**(10×1)**

**Note: 1. Answer Question A or B.**

**2. Each question carries 10 marks.**

**A)** If you have been appointed as marketing manager in Paytm digital payments company which is experiencing uneven demand for its facilities. Create & explain how you will re-design the marketing mix for the company.

**OR**

**B)** Perform a quick PESTEL analysis of the companies listed below. What is the largest risk for each of the companies? Assume that you had \$100,000 to invest in one of more of these companies. Explain how you would allocate your investment and why you chose this particular allocation.

- a. Uber
- b. Tesla
- c. General Motors

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**SET G**

**Instructions:**

- 1. All sections are compulsory 2. Important instructions are given in each section.**

**Section A**

**(2×5)**

- Note:** **1. Answer any 5 questions**  
**2. Each question carries 2 marks.**

**a) Choose the right option and write only the answer in the answer sheet. (2marks)**

1. Micro- marketing is a
  - a. Direct sales activity
  - b. Set of activities performed by organizations
  - c. Customers relationship activity
  - d. None of the above
2. A market consists of potential buyers of a good or service. However, for a market to exist:
  - a. wholesalers and retailers are involved in the distribution of the product.
  - b. One firm must dominate in sales and product development.
  - c. people must have unsatisfied wants and needs as well as a willingness and ability to buy.
  - d. the product must be laboratory tested and approved by the Federal Food and Drug Administration
3. A cluster of complementary goods and services across diverse set of industries is called as \_\_\_\_\_
  - a. Market place
  - b. Meta market
  - c. Market space
  - d. Resource Market
4. Which of the following type of product would be difficult to brand.
  - a. Muselli
  - b. Medical Soap
  - c. Consultancy services
  - d. Hybrid two wheeler

**b) Complete the following table by writing the names of the products advertised most frequently in the given medium**

<b>Medium</b>	<b>Products Advertised</b>
1.Newspaper	1.
2. Television	1.
3. Radio	1.
4. Magazines	1.

- c) If the winter season is severe, which industries lose and which gain? (Name 2 each industry)
- d) Define the term 'service'. Name two services where consumer presence is not necessary.
- e) Differentiate between 'Cost' and 'Price'.
- f) Give relevant example of certain brands for each stage of the PLC.
- g) Give two examples, where 'unique selling proposition' (USP) is justified by most of the elements of promotion-mix of the marketer(s)?
- h) **Match the following**

<b>Organisational Objectives</b>	<b>Marketing Orientation</b>
i) Effective distribution	a) Product Orientation
ii) Large scale selling and Promotional effort	b) Societal Orientation
iii) Produce what consumer need	c) Selling Orientation
iv) Product improvement	d) Production Orientation
v) Improve society's well being	e) Marketing Orientation

**Section B**

**(5×2)**

- Note :**
- 1. Answer any 2 questions**
  - 2. Each question carries 5 marks.**

- A)** What are the primary differences between products and services? Use examples to illustrate the differences. Give examples of hybrid offers.
- B)** What is the single biggest difference between the marketing concept and the production, product and selling concepts? Which concepts are easiest to apply in the short run? Which concept can offer the best long-term success?



C) From the above image, identify the markets involved and provide a rationale for your response.

**Section C**

**(10×1)**

**Note: 1. Answer Question A or B.**

**2. Each question carries 10 marks.**

A) Select a company that produces and markets sports and leisure clothing. What are the factors that affect the firm's marketing environment? Identify the major environmental trends that are likely to create opportunities and ones that will present threats to this company in the decade ahead.

**OR**

B) Marketing involves much more than selling and advertising." Discuss. How would you apply your knowledge of marketing concept to promote (i) Safe Driving Habits (ii) Save Water.

**Section D**

**(10×1)**

**Note: 1. Solve any Case Study of Answer Question A or B.**

**2. Each question carries 10 marks.**

After introducing popcorn and Sundrop cooking oil, ITC Agrotech launched wheat flour (atta) under the brand name Healthy World. US – based food products firm, Conagra, has 51 percent stake in ITC Agrotech. The vice president says, "We took an Indian perspective out of the Conagra portfolio, with relevance to the local palate ... Healthy World marks our entry into mass market products".

Priced at Rs 18.50 for a 1 kg pack, Healthy world comes in packs ranging from 500 gm to 5 kg. ITC Agrotech claims that it spent nearly one year on R & D before launching Healthy. World,

benchmarking it against national players in the branded atta category; players like Hindustan Lever Limited (Annapurna) and Pillsbury. There are several regional brands too. Parameters such as softness, taste, colour and texture preferences are said to have been looked into in detail before finalising the variant. “Our research revealed

that the preferences in the North and South of India differ distinctly across almost all parameters of atta. While creamish to white colour and finer size is preferred in the South, the North consumer is more discerning as far taste goes”, informs the marketing manager. Consumers in the South are more receptive to branded atta, but the North leads in consumption, where average monthly household consumption is 27 kg as against just 3 kg in the South.

Conagra claims to be the largest miller in the US. ITC Agro took over the atta manufacturing portion of a partner in Chennai to streamline it in line with its parent company’s manufacturing process. What will also help ITC Agro is the fact that it has established itself as a health conscious manufacturer with Sundrop. The distribution network is already in place. In fact the Healthy World packs too leverage this with the image of the boy somersaulting (The Sundrop trademark) with the proclamation “from the makers of Sundrop”. The branded atta market is estimated to be in excess of Rs. 350 crore, with category advertising spend of about Rs. 20 – 25 crore. The theme line of Healthy World says, “More health More Energy”.

**Questions:**

- a) Develop a sales promotion plan to encourage continued consumption of Healthy World in North India.
- b) How would you make your sales promotion competition proof?
- c) How would you evaluate the results of this promotion?

**OR**

**B.** Rajeev Singh, a young chemical engineer, developed a new detergent during his M.Tech. Course. Upon passing out, he invested a small capital to start manufacturing and selling the detergent under the brand name Hippo. Coming from a middle class family, Rajeev decided to price his detergent much lower than the other detergents available in the market at that time. His pricing strategy paid rich dividends and Hippo became an instant success. Using his newly

acquired financial strength. Rajeev developed a premium quality bathing soap with a unique colour and perfume. Although the cost price of this soap was high, Rajeev priced it substantially lower, maintaining a low profit margin, to be a comfortable product in the market.

**Questions:**

- a) Develop an appropriate marketing mix for detergent.
- b) Do you feel Rajeev committed a pricing mistake in the case of the bathing soap?

**Section E**

**(10×1)**

**Note: 1. Answer Question A or B.**

**2. Each question carries 10 marks.**

**A)** Create an idea for a new reality television show. What competitive advantage does this show have over existing shows? How many & which differences would you promote? Develop a positioning statement for this television show, with justification.

**OR**

**B)** Assume you are a marketing manager in a medium sized organization which manufactures instant foods. Now the company intends to launch ready to eat breakfast cereal in various flavors to be sold at all leading outlets in India. Conduct environmental scanning for the company.