

**BITS, Pilani – Dubai Campus
Knowledge Village, Dubai**

Course: Principles of Marketing for Engineers

Course No: MGTS UC 233

Test: Comprehensive Examination

Date: 29.05.2006

Max. Marks: 40 (weight 40%)

Duration: 3 hours

Instructions:

1. There are two parts in the question paper. Use main sheet for Part I and supplementary sheet for Part II.
 2. Start answering each question from a fresh page.
 3. Answer all questions.
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SECTION I

1. Read carefully the following positioning statement of the Jebel Ali Hospital-

"Jebel Ali Hospital is Dubai's new luxury boutique hospital offering a comprehensive range of healthcare services in the heart of New Dubai. It is equipped with the latest technology and has a team of highly trained and experienced healthcare professionals practicing cutting edge medical and surgical specialization. For the healthcare needs of your family, trust Jebel Ali Hospital to truly offer you 'care that cures'."

Discuss the positioning possibilities of Jebel Ali Hospital. [3]

2. Give the name of the following expressions- [0.5x9=4.5]
 - a. a specially designed marketing programme required to be undertaken for the subcultures when they grow large and affluent enough.
 - b. The marketing task of finding ways to alter the pattern of demand through flexible pricing, promotion and other incentives.
 - c. The marketing task of finding ways to reduce demand temporarily or permanently.
 - d. The marketing task with the aim to build mutually satisfying long-term relations with the key parties to earn and retain the business.
 - e. The marketing idea of all the departments in an organization to work together to serve customer's interests.
 - f. The efforts of a company to inform, communicate, promote and sell its products and services over the internet.
 - g. The task of hiring, training and motivating able employees who want to serve the customers well.
 - h. Individuals who have the power to prevent sellers or information from reaching members of the buying centre.
 - i. A distribution process where the manufacturer places the goods or services in as many places as possible.
3. Sale of Banner ads is an example of what income for the dot com companies? [0.5]

4. Madura Coats used to produce Louis Phillippe and Van Heusen brands of men's readymade suiting.
 - a. It later launched Peter England and then Allen Solly brands of men's suiting. What is this product line decision known as? [0.5]
 - b. It also introduced Allen Solly summer cool shirts, wrinkle free shirts, combed cotton shirts, all within the same price range. What is this decision known as? [0.5]

5. Identify what are marketed in the following cases- [0.25x6=1.5]
 - a. Guinness Book of World Records
 - b. TVS Sa Re Ga Ma Pa Middle East Muquabla
 - c. Standard Chartered Mutual Fund
 - d. Jennifer Lopez
 - e. Wild Wadi, Jumeirah, Dubai
 - f. IIT, Roorkee

6. Azad transport brings apples from the orchards of Kashmir to the Fruits & Vegetable market in Delhi. This transporter is a part of which marketing channel? [0.5]

7. Explain with the help of a diagram the communication process and the role of Noise in it. [1.5]

8. Bukhara restaurant serves complimentary soft drinks between the courses and places candy on the table after the last course is served. Where will you put this in the customer value hierarchy of a product? [0.5]

9. Identify the nature of demand in the following cases- [0.5x8=4]
 - a. Plastic bags
 - b. Safety alarm system in villas
 - c. Solar water heaters
 - d. Plastic surgery
 - e. Happy hours in Pizza Hut
 - f. Floppy Discs
 - g. British Airways
 - h. IIM, Ahmedabad

10. Air Arabia plans to operate a flight schedule from Dubai to Delhi from 1st September 2006. Present price average for Dubai-Delhi both ways for other airlines stands at 1000 AED. The cost of operation on a per unit volume basis for Air Arabia turns out to be 350 AED. Air Arabia promises to deliver the customer value for money. Now it decides to fix the price at 899 AED. However, it also keeps provision for apex fares. Explain the pricing approaches considered by Air Arabia in this case. [3]

SECTION II

1. What are the elements of promotional mix and what are the factors that determine the optimal mix to be used? Name at least 3 factors? [1.25 +(0.25x3)=2]

2. How can E-commerce lead to channel conflict for an organization. What type of channel conflict will result from e-commerce? Suggest a resolution for the same too. [1+0.5+0.5=2]

3. Which sales promotional tools are being used in the following instances for stimulating the sales: [0.25x6=1.5]
- Tiffany Cakes has hired people and placed them in major hypermarkets where they offer the store's customers to taste its new orange peel flavor
 - Avenue stores has its customers creating an advertising jingle for its store and the best jingle will get gift hampers worth Dhs 500
 - Procter and Gamble have put together Ariel Detergent and Downy Fabric softener in a joint marketing effort
 - Bhs is giving away a Cellini strolley worth Dhs 100 to all customers who shop for goods worth Dhs 250
 - Pizza Express has put an advertisement in "TimeOut Dubai" Magazine, which says on getting the copy of the ad to any of their outlets they can get a 50% discount on the second pizza ordered.
 - Mirinda Blackberry Flavor is being given to the people who are visiting Lamcy Plaza
4. Identify the type of marketing control being exercised in the following cases: [0.5x5=2.5]
- The manager at TCP systems is conducting an analysis of its market-share in the Middle Eastern Region
 - The marketing controller at SCG Limited is evaluating the profitability of the Middle Eastern region
 - The marketing controller of Tisca Foods is studying the efficiency of its sales force
 - The marketing auditor is conducting a marketing audit and marketing excellence review
 - The VP of Arla Foods is calculating the sales to expense ratios
5. Briefly explain the following: [0.5x4=2]
- AIDA model
 - Buying Centre
 - Vendor Managed Inventory
 - Local Marketing
6. You are handling the media planning for your firm and have chosen various media for your client on the basis on reach, impact and frequency. But the client fails to understand these terms. Explain these terms to him. [1.5]
7. What is the branding strategy being followed in the followed in the following cases- [0.25x4=1]
- Nescafe offers Nescafe original coffee, Nescafe Gold Coffee, Nescafe decaff, Nescafe Blend, Nescafe Cappuccino, Nescafe Latte, Nescafe Mocha, Nescafe Black Gold and Nescafe Frappe.
 - Armani brand not only has watches, perfume, aftershave lotions, handbags, ties, shirts but now it also has a tie up with Emaar properties of Dubai to design luxury hotels and resorts.
 - Madura Garments uses different brand names for its shirts catering to different segments like Louise Phillipe, Allen Solly (casual dressing), Peter England (affordable), Byford and San Frisco
 - Citibank offers in conjunction with Emirates Airlines, a Citibank Emirates Credit card, in which for every 100 Dhs spent you get Skywards miles.

8. You are the product manager for a company that manufactures children's toys –especially branded action figure toy. The branded toy line is 7 years old. The Annual Sales and Profits for this period are presented in the following chart.
- What is the current life cycle stage for the product?
 - Prepare a one-sentence strategy for each of the four P's.
 - Who shall be the target customer in this stage? [0.25+2 +0.25=2.5]

Period	Sales	Profits
Year 1	\$ 3,000,000	Zero
Year 2	\$ 8,000,000	\$ 1,500,000
Year 3	\$ 20,000,000	\$ 10,000,000
Year 4	\$ 45,000,000	\$ 15,000,000
Year 5	\$ 40,000,000	\$ 7,000,000
Year 6	\$ 30,000,000	\$ 5,000,000
Year 7	\$ 20,000,000	\$ 1,000,000

9. What will be the type of distribution in the following cases and why? [0.5x6=3]
- Tissot watches
 - Panasonic TV
 - Apple I pod
 - Cadbury dairy milk chocolate
 - Strepsils
 - Ferrari Car
10. How will the nature of market and demand for a product like Intel be different from that of a laptop being sold to consumers [2]

*****Good Luck*****

Second Year, Semester – II
QUIZ – 2

Course: Principles of Marketing for Engineers

Course No: MGTS UC 233

Date: 03.05.06

Max. Marks: 30 (10%)

Duration: 30 minutes

Name: _____

Section: _____

ID No.: _____

1. Tick mark the right answer [1.5]
 - a. A marketer creates segments. True False
 - b. Promotional expenditure is highest in the 'Growth' stage of PLC. True False
 - c. 'Young & Middle income car buyers is a segment' True False

2. Fisher – Price and Disney have teamed together to produce and market the "Winnie the Pooh Sing 'n' Snore" doll for toddlers. This use of both brands on the product is an example of _____ (1)

3. The competition is most intense during the _____ stage of the product life cycle.
 - a. Introduction
 - b. Growth
 - c. Maturity
 - d. Decline(1)

4. A product _____ is a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets or fall within given price ranges.
 - a. Family
 - b. Market
 - c. Line
 - d. Class

5. In a _____ modification strategy during the maturity stage of the product life cycle, the company is attempting to increase the consumption of the current product by the current users. (1)

6. When Emaar Properties markets its new project "Burj Dubai" as the tallest building in the world, what is the type of positioning it is using? _____ (1)

7. Johnson & Johnson has its Band Aid Bandages in a variety of shapes and sizes including Finger care Tough strips, Flexible Fabric, Band-Aid Wash proof, and Band Aid Advance Healing. All these are examples of which element of the product mix? _____ (1)

8. What does STP stand for? _____ (1)

9. When a company lengthens its product line beyond its current image it is known as _____ (1)

10. Digjam suitings advertised their product as 'suiting for connoisseurs'. What type of positioning is this? _____ (1)

11. Mention the product levels that constitute the customer value hierarchy. [2.5]

12. Identify the following products (3)

- a. Close Up Toothpaste _____
- b. Ahlan Dubai Magazine _____
- c. Painting by MF Hussain _____
- d. Encyclopaedia Britannica _____
- e. Refrigerator _____
- f. Porsche Boxter _____

13. Hewlett-Packard, Kodak, Pepsi Cola, and Dell are all examples of: (1)

- a. Distributor brands
- b. Manufacturer Brands
- c. Family Brands
- d. Private Brands

14. Tide offers various variants like Tide Regular, Tide with Bleach, Tide Rapid action tablets, Tide with mountain breeze, Tide with Spring Clean freshness, all these will be examples of what brand strategy? _____ (1)

15. The _____ stage is characterized by low sales, heavy promotion, no profit and minimal/no competition. (1)

16. Brand _____ is when a firm authorizes other companies to use their brands. (1)

17. Until her Dalmatian puppy developed hip problems and required surgery, Aristide had no idea that he could buy pet insurance to pay for accidents, illnesses, medicines and surgery involving his pet. For Aristide, pet insurance would have been classified as a (an): _____ good.(1)

BITS-Pilani, Dubai Campus, Knowledge Village, Dubai
II Year II –Semester 2005-2006
Test 2- OPEN BOOK

Course: Principles of Marketing for Engineers
Date: 16-04-2006

Max Marks: 20 (20%)

Course No: MGTS UC233
Duration: 50 minutes

Note:

1. Answer all questions
2. Answer the questions of a section together. Answers that are jumbled up will not be evaluated

SECTION - A

1. Mention the personality traits of the following brands as per Jennifer Acker's classification- [2]
 - a. Peter England Shirts
 - b. Ceat Tyres
 - c. Nokia Mobile
 - d. BenQ Television
2. Mr. Abraham, after completing his MBA in marketing joined GAMA corp. as a marketing manager. In order to improve marketing activities of the company he wanted to have information about the buyer's behaviour, wants and preferences. He tried to collect data from different sources both internal as well as external. Mention any five steps through which he will be able to improve the quality of everyday information about the developments in the marketing environment. [5]
3. Cosmos Chemicals is a drug manufacturing company. The R&D unit wanted to have a high-tech lab to improve R&D process of Cosmos. Anil and Muthu two of the supervisors suggested the unit head Mr. Mirzafer to go for two new equipments. The unit head asked Mr Ram Murthy, the technical Head to look into the feasibility and requirement of the equipments. Mr Ram Murthy gave his nod to go for the equipments but also suggested some changes in the operation process. Mr. Bhatia, the finance head was also consulted for funds and he also gave green signal to go ahead. Based on these recommendations it was decided that Cosmos should go ahead in buying 2 equipments and it would ask the supplier to make the required changes in the operation process. It was sent to the board of management and after getting positive nod from them the matter was referred to the purchase committee for the final purchase. Identify the different buying roles in this case and name them [3]

SECTION B

1. I) 1. Evaluate various research approaches of getting primary data that would be appropriate in each of the following situations? (0.5 X 5 = 2.5)
 - a. Pizza Hut is considering introducing a snack and wants to find out how people will like it and, what should be its price.
 - b. BITS Dubai wants to know how students would feel about adding a Barista coffee facility to its campus
 - c. Microsoft wants to know about the feelings and attitudes of the senior software professionals in their company, hence calls a panel to 7-10 senior software professionals for a discussion in the presence of a moderator.
 - d. LG, analyzing the past purchase records to see who all have bought its different products, so as to know its consumers better.

e. A researcher studying the behaviour of animals as to gauge their reactions to a change in the habitat

2. Identify the buying situation in the following cases: (0.5 X 3= 1.5)

- a. IBM wants to purchase the latest and advanced Intel chip to enhance its PC processing speed
- b. Your college wishes to order the regular supplies of stationary for its day to day use.
- c. Microsoft wants to set up a new facility in India and hence is looking for suppliers in India

II) Answer the following briefly:

1. a) You are a salesman working at Trading Enterprises on Sheikh Zayed Road. Your manager feels that the sales are low and wants to find out ways to sell more cars. Using Herzberg's theory, explain to him how you can boost the sales of your cars. Mention at least 2 satisfiers and two dissatisfiers for an automobile. (1 + 1 +1)
b) According to Maslow's Need Hierarchy Theory, identify car brands that focus on two different levels of needs. (1)

2. Emirates Airlines is one of the pioneers in the aviation industry, continuously comes up with various promotions and advertisements offering hefty discounts and offering to convert the Skywards Miles into air tickets to various destinations. When people buy their tickets on Emirates Airlines they get a rewarding flying experience and get bonus Skywards Miles, for each dirham spent. Also they have an excellent frequent flyer program wherein they give special treatment to their Skywards Gold card members like free upgrades, access to the business lounge, chauffer driven transport and confirmed tickets within 24 hrs, whenever they request.

Explain how Emirates has successfully used the Learning Theory to sell its service to more and more passengers. (2)

_____ Good Luck _____

BITS-Pilani, Dubai Campus, Knowledge Village, Dubai
 II Year II –Semester 2005-2006
 Quiz 1

Course: Principles of Marketing for Engineers
 Date: 22/03/06 Max Marks: 30 (10%)

Course No: MGTS UC233
 Duration: 30minutes

[1x30 = 30M]

Mention TRUE or FALSE to the following questions-

1. While going for strategic marketing planning the marketers scan the environment to discern new marketing opportunities. _____
2. "Strength" is one of the elements of the McKinsey's 7-S framework. _____
3. Annual Plan control is a type of marketing control. _____
4. A target market constitutes a set of consumers who profess a sufficient level of interest in a market offer. _____
5. Sales forecast is a conservative estimate of the expected volume of sales based on a chosen marketing plan and an assumed marketing environment. _____
6. The appropriate marketing strategy for a strong cash cow company will be 'harvest strategy'. _____
7. Value delivery network is also known as supply-chain. _____
8. A mission statement focuses on a limited number of goals. _____
9. Value chain can be used as a tool to identify ways to create more customer value. _____
10. Customer Perceived Value is the perceived monetary value of the bundle of economic, functional, and psychological benefits customers expect from a given market offering. _____

Fill in the blanks:

11. The manager of an independent toy manufacturer prepares a plan specifying all his marketing tactics including product features, promotion, merchandising, pricing, sales channels and service. This plan is called _____.
12. The toothpaste "Pepsodent" is positioned on germ protection, but when a customer buys "Pepsodent" toothpaste he is promised much more than germ protection, other benefits like fresh breath, white teeth and anti cavity. This entire bundle of benefits is the _____ for "Pepsodent" toothpaste.
13. When Mc Donald's purchases a meat processing plant to make the patties for the burgers it is selling at its retail outlet, this type of growth strategy will be known as _____.
14. _____ - is a coordinated collection of data, systems, tools, and techniques with supporting software and hardware by which an organization gathers and interprets relevant information from business and environment and turns it into a basis for marketing action.
15. A customer satisfaction tracking & measuring tool where a company hires people to pose as potential buyers to report on strong and weak points experienced in buying company's and competitors products is known as- _____.

16. Stopping people at shopping malls or on a busy street corner is a data collection technique known as _____.
17. In a research, the researcher divides the population into mutually exclusive groups based on social class, and random samples are drawn from each group. This method is known as _____.
18. The anticipated market demand is also known as _____.
19. The projected sales of Al Emarat Group are Dhs 100 million for the a/c year 2006-2007. However, the future desired sales for the same period by its management are nearly Dhs 190 million. What is this gap or difference of Dhs 90 million is known as? _____.
20. When the market for bottled water in Europe reached its saturation, Nestle decided to start selling its Pure Life brand in India, Pakistan and Brazil. As per the product market expansion grid, this is known as _____.
21. When Bachelors soup company acquires Tiffany's cake manufacturing division, this type of growth will be _____.
22. Name the system that includes all the experiences the customer will have on the way to obtaining and using the market offering _____.
23. As per Porter's generic strategies, identify the strategies followed by these companies
1. the hypermarkets like Carrefour & Lulu are following _____.
 2. Dove Beauty Bar _____.
24. Raymond Burt, is analyzing the marketing opportunities, researching and selecting target markets, designing marketing strategies, planning marketing programs and organizing and implementing and controlling the entire marketing effort for Dulux Paints . His activities can aptly be described as _____.
1. Marketing process
 2. Strategizing process
 3. Coordination process
 4. Analysis process
25. A set of procedures and sources used by managers to get day to day information about the marketing environment developments is _____ system.
1. Market information
 2. Marketing intelligence
 3. Environment intelligence
 4. Marketing research

26. Mad River began with the free distribution of all-natural soda at a Vermont ski slope to encourage people try its brand of soda. As per the product market expansion grid which strategic alternative did it use? _____
1. Market growth
 2. Market penetration
 3. Product penetration
 4. Market development
27. A group of 6-10 mothers are invited and asked to express their opinions about the programs shown on Cartoon Network Channel for children. This type of research approach is called _____.
1. Behavioral research
 2. Experimental research
 3. Opinion research
 4. Focus Group research
28. The set of consumers who are buying the company's product is the _____.
1. Total market
 2. Target market
 3. Potential market
 4. Penetrated market
29. Which of the following is not one of the primary activities in the value chain: _____
1. Inbound logistics
 2. Technology
 3. Operations
 4. Marketing and Sales
30. A business definition 'we sell cola' by Coca-Cola would fit into which category of definition of business?
1. Product oriented
 2. Market oriented
 3. Business oriented
 4. Production oriented

_____ **GOOD LUCK** _____

BITS-Pilani, Dubai Campus , Knowledge Village, Dubai
II Year II –Semester 2005-2006
Test 1- Closed Book

Course: Principles of Marketing for Engineers
Date: 26/02/06

Max Marks: 20 (20%)

Course No: MGTS UC233
Duration: 50 minutes

Answer Questions of Section A & B separately.

SECTION - A

1. Mention any four ways of increasing the value of a product. [1]
2. Distinguish between a transfer and a transaction. [1]
3. Answer the following- [0.25 x 2 = 0.5]
 - a. A set of marketing tool that a marketing manager uses to pursue its marketing objectives is called what?
 - b. Amazon .com is an E-business site or an E-commerce site?
4. Mention what are the Customer Value Triad? [0.25 x 3 = 0.75]
5. 'I wanted to buy a Honda MRV to commute from my residence to my office, but ended up buying a Toyota Corolla'. Identify the need, want and the demand in this case.[0.25 x 3 = 0.75]
6. Say TRUE or FALSE to the following statements [0.25 x 8 = 2]
 - a. One can produce information and market it as a product.
 - b. A marketing network consists of the company and its shareholders.
 - c. As a player in the non-profit and governmental market you need to have products with maximum features.
 - d. A political leader asking for a vote is a marketer.
 - e. A marketer makes use of its service channel to sell and deliver the physical goods to the buyers or consumers.
 - f. Marketer create needs.
 - g. In a business market advertising plays a stronger role.
 - h. Sony is a *market driven* firm.
7. A cluster of complementary products and services that are closely related in the minds of the consumers but are spread across a diverse set of industries is known as – [0.25]
 - a. Market
 - b. Meta market
 - c. Consumer market
8. When a company competes with all other companies to have a share in the consumer's purchases, the competition is known as- [0.25]
 - a. industry competition
 - b. form competition
 - c. generic competition
9. what is the underneath concept when a company is striving to offer products with quality, performance and features – [0.25]
 - a. marketing concept
 - b. production concept
 - c. product concept
 - d. selling concept
10. A book publisher wants to take a decision to give his book on credit to its distributors for 3 months. This is a part of his – [0.25]
 - a. product mix
 - b. price mix
 - c. promotion mix

11. Identify the business practices in the new economy from the following- [1]

a. focus on profitable transactions	e. focus on shareholders
b. focus on customer retention	f. build brands through performance
c. everyone does the marketing	g. focus on customer life time value
d. build brands through advertising	h. focus on customer acquisition

12. Match the following- [2]

<u>Demand For</u>	<u>Demand Types</u>
Hill station Shimla in India during summer	No Demand
Fast Moving Consumer Goods	Declining Demand
Cigarettes	Irregular Demand
Vaccinations	Latent Demand
Hyper markets on weekends	Full Demand
Sanskrit Language Course in UAE	Overfull Demand
Steel Utensils	Unwholesome Demand
Better Public Transport system	Negative Demand

SECTION B

I) Write the correct term for the following:

(0.5 X 10 = 5 marks)

1. What is an offering from a known source known as?
2. When a person buys things online, he is said to be shopping in a what?
3. What is the formula that best describes how to determine customer value?
4. What is a marketer who discovers and produces solutions customers did not ask for but to which they will enthusiastically respond is known as?
5. The advertisements that pop-up between changes on a website are known as?
6. What is the set of benefits companies offer to consumers to satisfy their needs known as?
7. The marketing channels that display sell or deliver the physical product or services to the buyer are known as?
8. Many companies get together to secure greater discounts from suppliers by forming what?
9. The process of obtaining a desired product from someone by offering something in return is called?
10. The concept that focuses on "make & sell" is the _____ concept, whereas the concept which focuses on 'sense & respond' is the _____ concept.

II) Answer the following briefly:

1. What is customization? Mention any two downsides of customization (1)
2. Identify the type of Pure Click companies mentioned in the following : (0.25 X 6 = 1.5)
 - a. Adam likes to log on to Bn.com to buy books, whenever he feels like buying the latest fiction books.
 - b. Katie is fond of buying items in auctions on eBay.
 - c. Sandy uses Google to search information related to space aircrafts for his Physics term paper
 - d. Satyam Infoway provides Internet connection to its users.
 - e. The Economic Times provides all the required financial information to investors.
 - f. Sites that permit downloading software /hardware enabling internet communication
3. What are the sources of revenue for a dot-com. Briefly explain any 3 (1.5 marks)
4. How do the 4 P's of the sellers translate into 4 C's of the buyer? (1 mark)

_____ Good Luck _____