

BITS PILANI, DUBAI CAMPUS
 International Academic City, DUBAI
 2nd Year – Semester II – 2010-2011
 Course – MGTS C233 – Principles of Marketing for Engineers

Component	Comprehensive	Date	09.06.2011
Maximum Marks	60 (weightage 40%)	Duration	3 hours

[Answer all Questions.]

1. Identify the variable used for segmenting the business market in the following cases – [1x3+3]
 - a. Al Jadeef Bakery is targeting to supply small Arabic Bread to all the roadside cafeteria in Dubai, who sell Suwarma (an arabic fast food) to the local public every evening between 4pm to 11pm.
 - b. While starting the evening program for the corporate executives BITS Pilani-Dubai targeted the employees of all its PS Station.
 - c. "Sweekruti" – a social cultural organization, hires many script writers and prepares a bank of many scripts that can be used by the television as their family soap operas
2. A division of cosmetic giant Estee Lauder, MAC Cosmetics is considered a significant reason for Lauder's 13% net makeup sales increase. Yet, MAC's 1000 stores world wide don't simply sell Small Eye Shadow, Studio Fix, Lustreglass, and Pro Longwear Lipcolour. Instead, they rely on highly paid "artists" to bond with each customer during a free make up consultation and application lesson. Although this tack is hardly new in the world of retail makeup, what's unique is that MAC's artists are not out there to bump up their commissions and load customers down with more products. Rather, they're trained to collaborate with customers so they will leave the store with \$50 or more of MAC products and the feeling "I can definitely do this at home".

Identify what MAC is selling at their stores? [1]

3. Match the following- [1x6=6]

1. Spouse & Children	a. Customer
2. Someone who takes the purchase decision	b. Full
3. Demand for cigarettes	c. Category Extension
4. Competition between Pepsi & Cola	d. Buyer
5. Lifebuoy Handwash	e. Negative
6. Honda Motorcycle	f. Family of Procreation
	g. Unwholesome
	h. Brand Competition
	i. Line Extension
	j. Family of orientation
	k. Generic Competition

4. Answer to the following-
 - a. Marketing Information System relies on three things. Name them. [3]
 - b. Mention any two effective segmentation criteria. [2]
 - c. State any two product levels in a Customer Value Hierarchy. [2]
 - d. State any two ways in which smaller companies carry marketing research. [2]
 - e. As per product-market expansion grid, a company is planning to grow in the current market with current products. Name this strategy. [1]

5. Answer in brief –
 - a. Explain in what way Lifestyle affect the consumer behavior. [5]
 - b. Differentiate between Points of Difference and Points of Parity. [5]

6. What is a Product Life Cycle? [2]. Mention its stages, explain them and discuss the appropriate strategies in each of these stages. [4+6+8]

7. “Marketing shapes consumer needs and wants” **OR** “Marketing merely reflects the needs and wants of the consumers”. In your opinion which one is most appropriate? Discuss. [10]

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Component	TEST - 1	Date	3.04.2011
Maximum Marks	25	Duration	20 minutes

[Answer all Questions.]

1. Answer the following-
 - a. What are the options left with a seller who is at a CPV disadvantage?[2]
 - b. In an order to payment cycle there are three important things for the marketer. What are they? [1.5]
 - c. In a marketer's term what do we call a marketing research firm, who gathers consumer and trade information and sells them for a fee? [1]
 - d. A marketer sometimes designs his marketing program for opinion leaders. Who are they? [1]
2. Ramesh purchased a cordless phone of Brand X from a retailer Y. After three months of use the phone stopped working. He repaired the phone but again after few weeks it stopped working properly. Being completely disappointed with performance and becoming a dissatisfied customer what are the actions left with Ramesh? Name the actions and each option in it in marketing terms and explain his actions accordingly. [3.5]
3. Bank of Baroda is the first International Bank of India to have total operations in UAE. In order to be truly international it also is trying several measures. Recently it had opened its branch offices at Dragon Mart, a place where there is more congregation of Chinese and Pilipino population. It has hired persons from Philippines and China to deal with the customers from these places by using their language. Most advertisements and communications are also made on those languages. What can you name this marketing strategy?[1]
4. Ansar Mall, a major retailer in Sharjah, come out in every three months with 'the best deals in town' on a number of products with an extremely discounted price. To what type of consumers they are targeting to serve on the basis of lifestyle?[1]
5. A person on an average may be exposed to more than 1500 ads or brand communications a day. It is obvious that he cannot possibly attend to all of them. There is a process through which the person screens most stimuli out and the marketer tries to facilitate that process so that his product related communication is attended by the customer. What is this process called? [1]
6. Differentiate between a family of orientation and a family of procreation in terms of their structure and their buying behavior. [3]
7. In a macro environment, we sometimes see large social, economic, political and technological changes that are slowly formed, and once in place, they influence us for some time, say, between 7-10 years or longer. What are they called? [1]
8. Say TRUE or FALSE to the following- [1x9=9]
 - a. maintaining the databases and making them easily accessible to decision makers is called data mining
 - b. a brand can have different brand personalities
 - c. a person in his family life cycle solitary survivor stage II will be spending most part of his income on entertainment
 - d. a person cannot move up or down in a social class ladder
 - e. a satisfied customer can always switch loyalty
 - f. TQM in an organization is only for the production and R&D unit
 - g. Quota sampling is a probability sampling
 - h. Personal interviewing is always arranged
 - i. Multiple choice questions are close-end questions

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Component	TEST - 1	Date	3.04.2011
Maximum Marks	25	Duration	20 minutes

[ANSWERING & MARKING SCHEME]

1. Answer the following-
 - a. (i) Increase the total customer value; (ii) decrease the total customer cost
 - b. Speed. Accuracy & Efficiency
 - c. Syndicated-service Research Firms
 - d. They are the persons from whom advise or suggestions are sought in an informal product related communication by buyers and/ or users.
2. Public Action – Return the product and lodge a complaint
Private Action – Exit Option – Stop further buying
 - Voice Option – warn others through various means may be with blogs & social networking sites not to buy the product
3. Multi-cultural marketing
4. Money-constrained consumers
5. Selective attention
6. Explain what is a FOR and what is FOP and mention their spending habits
7. Megatrends
8.
 - a. False
 - b. True
 - c. False
 - d. False
 - e. True
 - f. False
 - g. False
 - h. False
 - i. True

ANSWERING SCHEME

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A

Component	QUIZ - 1	Date	1.03.2011
Maximum Marks	20	Duration	20 minutes

Name:	ID No:	Sec:
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1. Identify the demand states in the following cases (write answer in the box): [1x4=4]

a. Demand for a public transport system like Metro in Dubai

Irregular Demand

b. Demand for dictionaries & encyclopedias

Declining Demand

c. Demand for emirates air by expatriates in Dubai during holidays & vacations

Overfull Demand

d. Demand for a health insurance scheme

Latest Demand

2. Say True or False to the following statements (write answer in the box): [1x4=4]

a. Good sales force and pricing are measure focus areas in a consumer market	FALSE
b. Competition between Pepsi & Cola is a generic competition	FALSE
c. Creating, Communicating and delivering value refers to the holistic marketing concept	FALSE
d. Marketing aims at delivering a higher standard of living	TRUE

3. Identify the marketing concept that is present in the in the following statements (write answer in the box): [1x5=5]

a. If left alone to consumers and business houses will not buy enough of organisation's products.

Selling

b. Consumers will prefer those products that offer the most quality, performance or innovative features

Product

c. Consumers will prefer products that are widely available and inexpensive

Production

d. Marketing is every department's job in an organization.

Internal Marketing

e. Marketing aims at building mutually satisfying long term relationship with key parties

Relationship Marketing

4. Write the remaining part of the sentence in the box given below: [1x4=4]

a. Customer is a person who

is involved in the decision making process for transactions.

b. Customer Value Triad has three components such as

1. Quality

2. Service

3. Price

c. A product or service or a combination of both is termed as

offering

d. With increase in price, the value of a commodity

Increases

5. Mention the marketing channel to which the following three belong to. (write answer in the box): [3x1=3]

a. A large scale retailer like Carrefour

Distribution

b. A bank like Emirates NBD

Service

c. Gulf News

Communication

***** GOOD LUCK *****