

BITS, PILANI – DUBAI
International Academic City, DUBAI
2nd Year – Semester II – 2007-2008
Course – MGTSUC 233 – Principles of Marketing for Engineers

Component	Comprehensive exam	Date	28.05.2008
Maximum Marks	120 (weightage 40%)	Duration	3 hours

Answer Part A in the BLUE answer sheet and Part B in the GREEN one.

PART – A [60 Marks]

1. Read the case carefully and answer the questions given at the end- [12+ 8 = 20]

Nivea has the following product lines under its brand name: Nivea sun care, Nivea baby care, Nivea Deodorants, Nivea body care, Nivea hand care and Nivea for men. For summer, its Anti-ageing sun cream and Moisturizing After-sun lotion affords maximum protection while its Carotene Golden tan helps to achieve the light brown tan that sun-bathers long for. To cater to the baby care segment, it has Head-to-Toe wash gel, Cold Protection Crème, Pure Wipes and Nappy Comfy lotion. A range of deodorants to beat body odour such as, Fresh Natural Pump Spray, Sensitive Balm Spray and Dry Comfort Spray for women. Two deodorants have been specially formulated for men - Aqua Cool Roll-on and Active Sport Spray. For the crowning glory, it has Lift Volume Shampoo, Protein Repair Shampoo, Brilliant Color Shampoo, Balance Control Shampoo and Fresh Energy Shampoo. In its body care product line for which it commands a brand loyalty like no other brand, Rich Caring Milk, Intensive Moisturising Lotion and PH Sensitive Balance have always been the bestsellers. Recently it has launched two more in this line – Body Lotion Rice & Lotus and Body & Soul Skin Oil. In its hand care segment it offers stiff competition to other brands through its SOS Hand cream, Night Renewal Crème and Antiage Q10 plus which is its latest breakthrough. Not to be left out of the fastest growing segment in the industry, its offers a wide range of products for men – Purifying Face Wash, Moisturising Shaving Gel, Sensitive Shaving Foam, After-Shave Energizing Fluid, After-Shave Replenishing Balm, Summer Look Moisturizer, DNAge Moisturizer and Revitalizing Eye Relief

From the given case, you are required to -

- a. Tabulate the product mix for Nivea range of products, manufactured by Biersdorf, Germany. (12 marks)
- b. Calculate length & width of the product mix (8 marks)

2. What do you understand by a buying center? Name the participants in a buying centre? Explain their roles. (2.5 + 7 + 10.5 = 20)
3. In a business market we find four types of business customers such as Price-Oriented, Gold Standard, Solution-Oriented and Strategic-Value customers. Mention the type of selling approaches required by the marketer for each one of them. [1 x 4 = 4]
4. Differentiate between push strategy and pull strategy by giving suitable examples. [4]
5. What do you understand by points of parity? Why and how points of parity are maintained by brands? [2 + 4 = 6]
6. Draw a line graph identifying all the four stages of Product Life Cycle. Explain each of the stages and the appropriate strategy for the same. [5 + 8 = 13]
7. Rasasi perfumes, one of the leading manufacturers of perfumes in Dubai came out with a premium brand perfume for men named 'Night Musk'. While deciding on distribution aspect the marketing manager Mr. Habib suggested that it should be placed at Geant supermarket at IBN Batutta mall and Carrefour at MOE for Dubai, Spinneys at Sahara Centre, Sharjah and Carrefour at Ajman City centre Ajman. Mr. Sahil, the sales manager suggested that Rasasi has its own stores spread across UAE and hence Night musk should only be made available on those stores. However finally it was decided that Night Musk distribution will be through the all the supermarkets like Lulu, Al Madina, Al Kabyil centre, KM Trading etc in addition to the suggestions of Mr. Habib and Mr. above. Identify the level of distribution in each case. [1 x 3 = 3]
8. Identify the marketing term that describes best the following expressions- [1 x 4 = 4]
 - a. new brand combined with an existing brand
 - b. a marketer's version of what the brand must be and do for the consumers.
 - c. a differential effect that brand knowledge has on consumer response to the marketing of that brand.
 - d. a deeply held commitment on the part of the customer to re-buy or re-patronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behaviour
9. A survey conducted among the cigarette smokers in some Indian cities had the following results-
 - a. Almost 80% of the smokers above the age of 40 are going for Wills Navy Cut.
 - b. Rest 20% of the smokers above the age of 40 go for Wills Navy Cut or Gold Flake Kings or Dunhill
 - c. Almost 80% of the smokers in the age group of 20-30 go for any new cigarette coming to the market or whatever is available.

Identify the type of segmentation present and name the types for a, b and c. [1 x 4 = 4]

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

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Component	TEST 2 – Open Book	Date	27.04.2008
Maximum Marks	60 (weightage 20%)	Duration	50 minutes

PART – A – 30 Marks

Explain in your own words the five stages of a buying decision process in a consumer market. [10]

2. Say True or False to the following and justify with reasons- [20]
- a. Multi cultural marketing is a specially designed marketing programme for the niche. [4]
 - b. Marketers must aim at the opinion leaders [4]
 - c. Business market operates independent of the consumer market [4]
 - d. In every organisation there is a physical existence of a buying centre [4]
 - e. Marketer create segments [4]

PART B – 30 Marks

3. Identify the following brand extension strategy – [4.5]
- a. Honda launching Honda Jazz
 - b. Al Rawabi launching Laban Up Mint Flavour
 - c. TATA entering into real estate as TATA Homes
4. Toyota has multiple brands catering to variety of vehicle owners. Prado is a SUV mostly used for desert drives. Fortuner caters to those who want something less than Prado as far as price is concerned yet most of the features of Prado are expected. Toyota Avalon was launched last year for the upper segment who wanted something more than the Camry. Yaris was launched few years back for a dependable Toyota with easy affordability. Identify the brand personality of the following Toyota brands as understood from Jennifer Aaker's personality dimensions- [7.5]
- a. Toyota Avalon
 - b. Toyota Yaris
 - c. Toyota Prado
 - d. Toyota Fortuner
 - e. Toyota new Camry
5. Meena jewelers, one of the established manufacturers and traders of gold ornaments in Dubai used to order for 1 kg of pure gold per week from the mint during 2007 when the 22c gold rate was varying between 60-70 dhs per gram. It also was importing machine made gold ornaments from Singapore & Malaysia and hand made gold ornaments from India to the tune of 100,000 dhs per week. During 2008 the gold price rose steeply and is now fluctuating between 100-106 dhs per gram. This has affected the sale of gold ornaments and it has come down by 15-20% of what it was earlier. However, Meena jewelers is still purchasing 1 kg gold from the mint per week and importing Dhs 100,000 worth ornaments from abroad. Identify the demand for gold and gold ornaments in this business market?[2]

6. The general manager of market research division proposes to replace the company's computer network for the employees of the market research division who need to enter, tabulate, analyse and submit their final report on any survey being held. Corporate controller's office and Vice president of data processing give their expert opinion about the kind of system and type of vendor that is required by the company. However, they opined to change the computer network of the whole company rather than just for the market research division. When bids from prospective vendors are received, corporate departments for purchasing and data processing analyzed company's needs and recommended likely matches with potential vendors. Vice President of Administration, zeroed on company X as the vendor with whom the company will deal with and the system Y that the company will buy. The Purchase Committee held meetings with vendors relating to price, transportation, insurance, installation and maintenance, credit period, cash discount terms etc. It is six months before the final contract of sale is placed before the Managing Director for his signature. Identify the roles in the buying center. [10.5]

A manufacturing company needs a better way of to page managers while they are working on the shop floor. Currently each of the several managers has a distinct ring, for example two short and one long, that sounds over the plant intercom whenever he or she is being paged by anyone in the factory. The company decides to replace its buzzer system of paging with handheld wireless radio technology that will allow managers to communicate immediately with the department initiating the page. After 1-2 months of using this new technology the company faces a lot of problem because of the pagers asking for regular maintenance. The company advertised in the newspaper and a company called Schematic came out with a unique proposal of taking care of all the company's problem related to the pager. The company decides to go for it. What is this organizational buying/selling known as? [2]

- 8 October 2004 marked the completion of DUBAL's 25th year of operation. Today, less than three decades since the company's inception, DUBAL's production has increased more than seven-fold. It is a major supplier of foundry alloy to the Far East's automotive industry, a significant supplier of extrusion billet for construction markets in the Gulf and a preferred supplier of high purity primary aluminium for use in the electronics and aerospace industries. From a relatively small smelter operation utilizing three potlines which produced 136,000 tonnes of aluminium per annum in 1979, DUBAL has expanded its operations to encompass eight potlines with the capacity to produce more than 950,000 tonnes of quality hot metal aluminium each year for clients in more than 44 different countries. Hot metal volumes are expected to approximate one million tonnes by the end of 2008. This was the period when more and more people started investing in property in the UAE. Following the boom in the construction industry, Dubal expected a 25% increase in its sales to this segment. It expanded its production capacity and doubled its procurement of raw materials from its suppliers.
- Dubal is a player in what type of market? [1.5]
 - What is the nature of demand of Dubal for the raw materials? [2]

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Component	TEST 1 – Closed Book	Date	09.03.2008
Maximum Marks	75 (weightage 25%)	Duration	50 minutes

I. Identify the nature of demand in the following cases: (1 x 10 = 10)

1. Luxury yachts for Indians, who despite a coastline of 700 kms on three sides of the mainland, just do not use the sea for fun
2. Demand for key books for students preparing for examinations
3. Students queuing up to secure admission in IIT which is a premier engineering institution in India
4. The portable personal stereo audio cassette player branded by Sony in the 1980s as Walkman
5. Burglar alarm systems for safety and security of residential houses in prestigious locations
6. Environmental Engineering courses in Indian universities
7. Investment Schemes having very good ROI
8. EMAAR the number one builder of UAE opening its IPO to Indian Public
9. Demand for medicated toothpastes for dental care
10. Demand for public transport system in Dubai

II. Answer the following (20)

11. Mention the marketing mix from the customers' point of view corresponding to the marketing mix from the sellers' point of view. [1 x 4 = 4]
12. What constitute a Customer Value Triad [1 x 3 = 3]
13. What are the three important things in an order-to-payment cycle? [1 x 3 = 3]
14. A group of 10 mothers who have children in the age group of 3-12 are invited by E-vision and asked to express their opinion about the programs shown on E-junior. They are asked to discuss about the quality of programs shown, and their views on the education and entertainment aspects is recorded. What is the type of research approach involved here? [1]
15. A set of markets catering to providing health care to babies 0-3 years old, mandatory & optional vaccinations, clothes and shoes, toiletries and hygiene items, utility items such as perambulator, high chair & sleeping cot, toys, books and magazines on child care, babysitting and nursery services is prevalent nowadays. What is the term used to define such as market? [1]

- 39. A channel that includes warehousing, transportation and money exchange facilities
- 40. A network where mutually profitable business relationships exist between the company and various stakeholder groups
- 41. Taking interview of persons in a mall regarding their opinion on traffic congestion

VII. Differentiate Between (5 x 2 = 10)

- 42. Probability and Non-Probability Sampling
- 43. Survey Research & Focus Group Research
- 44. Need & Want
- 45. Distribution Channel & Service Channel
- 46. Exchange & Transactions

VIII. Match the following (1 x 10 = 10)

<i>Column A</i>	<i>Column B</i>
1. Intangible value proposition made physical	available market
2. An offering from a known source	Market demand
3. Wants backed by an ability to pay	Transaction
4. That segment of the market should present greatest opportunity	deregulation
5. Trade of values between two or more persons supported by the legal system	brand
6. A market consisting of consumers who have interest in the product	Non-Probability sampling
7. Market research firm selling information for a fee	offering
8. Removing restrictions to create competition and growth opportunities	Potential market
9. Simple Random Sampling	demand
10. A set of consumers who have interest, income and access to a particular offer	Syndicated-service research firms
	Probability Sampling
	Custom-marketing research firms

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