

BITS, PILANI – DUBAI
International Academic City, DUBAI
1ST Semester 2011-12
Course – MGTS C233 – Principles of Marketing for Engineers

Component	Comprehensive	Date	4.01.2012
Maximum Marks	80	Duration	3 hrs

[Note: Answer all questions.]

Question 1: Answer the following as directed. [22.5]

- a. What comprises a customer value triad? [4.5]
- b. Fliers used by supermarket stores form a part of which marketing channel. [1.5]
- c. Name all components that characterize holistic marketing. [6]
- d. Name the channel that stretches from raw materials to components to final products to the end user. [1.5]
- e. Name a variant of systems buying & selling. [1.5]
- f. Every marketer creates some device that identifies and differentiates a brand from other brands. What are such devices called in marketing terms? [1.5]
- g. When a firm wants to achieve 20% return on its investments and accordingly prices its product, what is the pricing strategy the firm is adopting? [1.5]
- h. When a firm relies on few distributors (even though many are willing) to sell its product, the distribution strategy is known as? [1.5]
- i. The process of carefully managing detailed information about individual customers and all customer 'touch points' to maximize customer loyalty is called as? [1.5]
- j. The ability of a company to meet each customer's requirements and produce on a mass basis individually designed products, services, programs and communications is known as? [1.5]

Question 2: Comment on the following- [5 x 4 = 20]

- a. Marketers do not create needs
- b. Segmentation precedes Positioning
- c. Every product will meet its death one day
- d. Probability sampling increases accuracy of marketing research

Question 3: From the following description identify the brand personalities according to Jennifer Aaker: [1.5x5=7.5]

- a. The Phoenix Hotel – also known as San Francisco's "rock n' roll hotel" – is described by tourist magazines as "funky, irreverent, adventurous, cool, and young-at-heart," which makes the hotel more than just a place to sleep.
- b. "Come to life with oasis" is the tagline. OASIS, the mineral water company delivers clean healthy drinking water to home or office, anywhere in the UAE. Using latest technology, each 5- gallon poly carbonate bottle is thoroughly washed and sanitized before filling by means of a painstaking 24-step process
- c. At the 12th Raid-de-Himalaya which is one of the most grueling events on the Indian motorsports calendar, Mahindra Scorpio emerge winners by maintaining their poise and position through some of the most challenging conditions on earth - Subzero temperatures, highly inhospitable weather and forbidding terrain.
- d. The Swiss watchmaker Longines has positioned its brand Longines Dolce Vita as a symbol of elegance across the globe by appointing three top actresses as its brand ambassadors.
- e. With resourceful features like eSATA/USB Sleep-and-Charge combo port, Toshiba face recognition, HDMI connection, DDR3 memory and many more, Toshiba satellite pro laptops is truly 'leading innovation.'

Question 4: Read the following case: [20]

Maytag Corporation is an American home and commercial appliance company, headquartered in Newton, Iowa, that is a division of the Whirlpool Corporation. The Maytag Washing Machine Company was founded in 1893 by businessman Frederick Maytag. In 1925, the Maytag Washing Machine Company became Maytag, Inc. During the Great Depression of the 1930s, the company was one of the few to actually make a profit in successive years. During the 1950s, the 'white goods,' or laundry appliance industry grew rapidly. Maytag first entered the commercial laundry field at this time, manufacturing washers and dryers for commercial self-service laundries and commercial operators. In response, other full-line appliance producers began to compete with Maytag in the white-goods consumer market. These included 'full-line' manufacturers such as Whirlpool, General Electric, and Frigidaire, who built not only washing machines and dryers, but also refrigerators, stoves, and other appliances. Since Maytag was much smaller than the full-line producers, the company decided to limit itself to the manufacture of washers and dryers, alongside ovens and refrigerators built by other companies, as a small, premium-brand manufacturer. The company capitalized on its reputation by renaming its corporate address in Newton, Iowa, "One Dependability Square."

Maytag has organized its products mainly into four categories: cooking appliances, laundry, refrigerators and dishwashers. Its laundry division produces laundry machines that are built to deal with tough loads in the following categories. The high efficiency front load washers that can use up to 82% less water & 86% less energy, while saving over \$3,300 in lifetime water & energy costs. The high efficiency top load washers have medium to extra large capacities with low-profile impeller that is powerful for deep cleaning and more gentle than an agitator. Maytag also has a traditional top load model with easy to use cycles and options in a washer dryer combination.

Maytag Refrigerators hold the cold in four configurations. Side by Side, has a slim door design for tight spaces, has more freezer room and provides easy access to your favorite foods. It has a Fill-N-Chill feature that conveniently dispenses water and ice simultaneously. Its PUR® Water Filter helps remove contaminants and improve taste. Bottom Freezer helps to conserve energy by 30% while its humidity-controlled bins keep vegetables fresh and crisp. Top Freezer, is of traditional styling, with wide freezer opening and displays frozen foods at eye level for easy access. French Door, combines the best features of a bottom freezer with a Side-by-Side. It also has an internal, external, or without an ice and water dispenser to suit every need.

Maytag cooking appliances division has the following categories- Cooking ranges - Available in both gas or electric, their double-oven options let you cook two separate meals at different temperatures at the same time; Wall ovens have large capacities and double oven options provide more space for big families or special gatherings; Cooktops can be installed almost anywhere for a flexible kitchen layout and have four- or five-burner/element options. Microwave Hood Combinations help to circulate and keep kitchen air fresh and provide plenty of space to cook large items or multiple dishes at the same time.

Maytag dishwashers help to keep dishes dependable clean with following powerful configurations: Stainless steel dishwashers have 100% stainless steel interiors that add an upgraded look, and help retain heat - so dishes dry faster. Armor dishwashers have durable armor tub interior that helps resist stains. These oversized capacity tall tubs can hold 12-14 place settings, and can accommodate two 9x13" baking pans in the lower rack. Drawer dishwashers enable the usage of one or both drawers to wash as few or as many dishes as you need and portable dishwashers are perfect for apartments or kitchens with limited cabinet space.

Maytag also has Trash compactors to compress trash upto 80% with solid pack option to help keep kitchen messes under control. Trash compactors come in a choice of three colors – black, white and stainless steel.

Answer the following questions to the point clearly-

- a. How many product lines do Maytag has? [1] Name them. [5]
- b. Mention the product length in each product line in numbers and name those? [2+1.5+2+2+2+0.5=10]
- c. Are there any product variants in any product line? [1] If yes mention them [3]

Question 5: Match the following - [10]

Column A	Column B
1. Happy Hours at Ceasars	Staples
2. Quota Sampling	Gain Market Share
3. Order to Payment Cycle	No Title to good
4. Points of Parity	Introduction stage
5. Augmented Product	Irregular demand
6. Industrial Machinery	Capital items
7. GOD's own country	Wholesalers
8. Market Penetration	Probability Sampling
9. Innovators	Positioning
10. Agents	MIS
	Seasonal Demand
	Non-probability Sampling
	Supply Chain Management
	Product Development
	Assembly Line
	Logo
	Reap profit layer by layer
	Branding

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

BITS, PILANI – DUBAI CAMPUS
International Academic City, DUBAI
4th Year (elective) – Semester I – 2011-2012
Course – MGTS C233 – Principles of Marketing for Engineers

Component	TEST 2 – Open Book	Date	20.11.2011
Maximum Marks	40	Duration	50 minutes

Answer All the Questions

1. In an organizational buying situation where few machinery was purchased for their newly built lathe, the following decision participants were involved. Identify the role that suits best to each one of them. [1.5x7=10.5]
 - a. Purchase Committee
 - b. Secretary to the Sales Manager
 - c. The Technical Expert
 - d. The machine operators at the Lathe
 - e. The Lathe Unit Manager
 - f. The foreman who came from a training programme with the new lathe machines at Sweden
 - g. The Factory General Manager

2. Identify the type of demand visible in the following cases for the firms playing in a business market: [1.5x3=4.5]
 - a. In the last few months the price of gold has been increasing at a steady pace and has risen by 44%. Axe jewelers are now paying 44% more for the same amount of gold that they used to buy for 8 million Dhs during June this year. This has left them with no other option than increasing the making charge to cover up the losses.
 - b. A recent survey in the construction industry in Dubai revealed the following figures – the demand for buying new house has come down from 20% to 15% for villas, 35% to 25% for apartments, 45% to 41% for commercial spaces. The demand for Cement has come down from 82% to 12%, Glass from 58% to 7%, Hollow bricks from 78% to 10%, Steel from 67% to 4%.
 - c. The prices of Sugar, milk items, cooking oil have all gone up in India in the month of October for the Diwali festival.

3. What are the actions left for a firm who is at CPV disadvantage to its competitor? [3]

4. In individual buying behavior what actions can be expected of a consumer who is dissatisfied with the product that he purchased? [3]

5. Identify the market segmentation in the following cases from among Geographic, Demographic (age, family size, gender, occupation), Psychographic (Lifestyles, Values), Behavioural (Usage rate, occasions, Loyalty, User Status, readiness stage)- [1 x4 = 4]
- China is planning to dispatch five ship containers loaded with plastic spray pumps to India during the month of April for the holi festival
 - Kellogg's sells chocos cornflakes in three sizes – one time serve pack of 75gms priced at 2.50 dhs each, convenience packs of 400 gms priced at 12.75 dhs each and money saver packs of 750 gms priced at 23 dhs each.
 - MacDonald is recently using Transfat Free oil in all its cooking in its US outlets
 - State Bank of Hyderabad is coming out with a new savings account scheme for people above sixty with a minimum balance of Rs Three Lakhs (which will always have a higher interest rate like the Fixed deposits) and a Five times Life Insurance Coverage on the minimum balance.

6. Match the following- [1.5x10=15]

Column A	Column B
Tough	Excitement
Church	Family of Orientation
Nuclear Family	Social Class
Everyday low prices by Wal-Mart	Subculture
Down to earth	Primary Membership Group
Critical Life Events	Sincere
People can move up and down the ladder in it	Retirement
Upper class & Charming	Ruggedness
Multicultural Marketing	Secondary Membership Group
Multitasking	Remarriage
	Family of procreation
	Sophistication
	Money Constrained
	Time Constrained

BITS, PILANI – DUBAI CAMPUS International Academic City, DUBAI 4th Year – Semester I – 2011-2012 Course – MGTS C233 – Principles of Marketing for Engineers [Elective]			
Component	TEST 1 – Closed Book	Date	2.10.2011
Maximum Marks	50	Duration	50 minutes

I : Name the appropriate concepts in marketing management that explain the following:

(1.5 x 2 = 3)

1. Sometimes we find places or spaces where consumers can buy or find information about ornamental plants, flowering plants, vegetable / fruit plants, indoor and outdoor plants, different types of soil, fertilizers, gardening tools, pesticides, instructions about watering and caring for plants in different seasons. In marketing terminology what do you call such places or spaces?
2. Ultra Apparels Private Ltd Co. in India is getting its dresses designed in France, raw material supplies from Pakistan, manufactured in Bangladesh and Nicaragua, selling it in Australia through their Dubai distributors. What is the market in which Ultra Apparels is operating?

II: Identify the concepts involved in the company's orientation towards its market place that is present in the following: (1.5 x 8 = 12)

3. Rattan Tata believes in "Customer is the king"
4. A company focusing on improving its engineering processes to reach maximum efficiency
5. Bath & Body Works believes in producing beauty products that does not contain chemicals.
6. Every department in the organization must embrace marketing
7. If we leave the consumer alone, he will not buy enough of our products.
8. GE focuses on rewarding its suppliers and distributors every year.
9. If we leave the consumer alone, he will not buy enough of our products.
10. GE focuses on rewarding its suppliers and distributors every year.
11. A company focusing on improving its product quality and features
12. Creating, communicating and delivering value is something that a marketer must do

III. Identify the demand states in the following statements: (1 x 8 = 8)

11. Demand for small cars in Europe
12. Demand for movies in cinema houses
13. Demand for hotels in Darjeeling during summer
14. Demand for dental care products
15. Demand for CDs and DVDs
16. Demand for night clubs
17. Demand for laptops
18. Demand for photo journalism course in UAE

IV. Identify what is being marketed in the following cases: (1 x 6 = 6)

19. African Safari
20. Dubai Shopping Festival
21. Armani Fashions, Armani Hotels and Armani Perfumes
22. When it is Philips, you are sure
23. Mediterranean island Cyprus
24. Anti-smoking chewing gums

V. State which of the following statements are true and which are false: (1.5 x 10 = 15)

25. Making manufactured goods reach the end consumer constitutes supply chain
26. Marketers can reach each individual consumer nowadays
27. The industry boundaries are reducing at an incredible rate now
28. While making a decision the marketing manager of the firm pays close attention to the spending habits of the target market. He is considering his task environment here
29. There is no competition between an apple and a biscuit
30. With increase in price the value of a commodity increases
31. Marketer needs to position his product before segmenting his market
32. Marketer is only concerned with needs and wants, not demand
33. With increased customer expectations, satisfaction goes down
34. It is easy to raise a public opinion against the manufacturer by an aggrieved customer nowadays

VI. Differentiate between: (3 x 2 = 6)

35. Selling and Marketing
36. Consumer Market and Business market

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

BITS PILANI, DUBAI CAMPUS

International Academic City, DUBAI

4th Year Elective – Semester I – 2011-2012

Course – MGTS C233 – Principles of Marketing for Engineers

Component	QUIZ - 2	Date	8.12.2011
Maximum Marks	14	Duration	20 minutes
Name:		ID No:	

I. Answer the following questions in the space given below the question: [08]

1. Lifebuoy has started manufacturing 'Lifebuoy Shampoos'. What sort of brand extension is this?
2. 'Rayban Sunglasses' has allowed Dubai Sportswear Company to name their sports t-shirts under the brand name 'Rayban', what is the product called?
3. Harvesting marketing strategy is used in which stage of PLC?
4. In the introduction stage of PLC, the average cost per customer will be high or low?
5. Duracell Batteries that are placed near cash counters to be easily picked up by the customers, falls under which category of convenience goods?
6. Tata entered into jewelry segment with their brand 'Tanishq' which is distributed exclusively by Tanishq outlets and are priced higher than the jewelry by other manufacturers. Tanishq jewelry falls under what type of goods?
7. Personal selling is required for which type of goods?
8. Mention any two criteria for creating new brand elements.

II. SAY TRUE OR FALSE TO THE FOLLOWING: [06]

- a. While deciding on a competitive frame of reference, the marketers begin with determining a category membership.
- b. The marketer need not go for heavy advertising for non-durable goods.
- c. Point of difference means the various brand associations that are designed to negate a competitor's point of difference.
- d. Competitive advantage is always advantageous to the customers.
- e. In the introduction phase of a PLC, laggards are targeted.
- f. Timing is most important during the growth stage of PLC.
- g. When a product is able to meet the standards as promised by the manufacturer/marketer, this is known as performance quality.
- h. Whenever there is a brand extension, a sub-brand is created.

