

BITS PILANI, DUBAI CAMPUS International Academic City, DUBAI Final Year – Semester I – 2012-13 Course – MGTS C233 – Principles of Marketing for Engineers			
Component	Comprehensive	Date	02.01.2013
Maximum Marks	40	Duration	3 Hours

[Answer all questions]

1. *Comment on the following-* [4x4=16]
 - a. "Every new technology is a force for creative destruction".
 - b. "Marketers get people to buy things that they do not want".
 - c. Today's marketing principle is - "build an effective network of relationships with key stakeholders, and profits will follow".
 - d. "Sometimes overexposure finishes PODs".

2. *Answer the following in brief-* [6+5+4=15]
 - a. At times some companies initiate price cuts to dominate the market through lower costs. Explain the possible consequences for a company, who initiates a price cut, however, is not able to dominate the market and instead fall into a trap? [4x1.5=6]
 - b. Explain English Auction and Dutch Auction in an auction type pricing. [2+1.5+1.5=5]
 - c. Titan introduced its first watches in the medium quality segment. Gradually, it has added watches in the premium segment under brand names Titan Edge, Nebula, and Xylus who compete with European makes. It has also introduced Sonata collections in the economy section. What is this product line strategy known as? [1] Explain in details. [1+1+1=3]

3. *Answer the following as directed-* [2+3+2=7]
 - a. Mention any two conditions required for a company to be successful while adopting a Market Skimming Pricing.
 - b. Explain in your own words a selective, exclusive and intensive distribution.
 - c. Mention any two conditions required for a company to be successful while adopting a Market Penetration Pricing.

4. *Match the following -* [0.5X4=2]

Column A	Column B
1. Mass Promotion by Producer/ Manufacturer	a. Specialty Goods
2. Cement	b. Shopping Goods
3. Selective Distribution by fewer outlets	c. Raw Material
4. Able to perform as per promise	d. Performance Quality
	e. Convenience Goods
	f. Conformance Quality
	g. Component Material

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

BITS PILANI, DUBAI CAMPUS International Academic City, DUBAI Final Year – Semester I – 2012-13 Course – MGTS C233 – Principles of Marketing for Engineers			
Component	TEST – 2 [Open Book]	Date	10.12.2012
Maximum Marks	20	Duration	50 minutes

[Answer all questions]

1. As a part of its “Inspired Drives Tour”, Chrysler is locating test drives at influential mega churches. New Birth Missionary Baptist Church in Lithonia, Georgia is one. Situated in 250 acres, it has 25000 members and a charismatic senior pastor, Bishop Eddie L Long. Bishop Long hosts a weekly program on the Trinity Broadcasting Network and is an occasional advisor to government policy makers. By locating test drives at Mega churches – and partnering with them at fundraising events, such as Patti Labelle concert to raise funds for Cancer research – Chrysler has found a powerful way to reach customers.
Specify this marketing program of Chrysler as designed for whom? [1]

2. 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 pattern of segmentation present for the segment 40+ and for age group of 20-30. [1x2= 2]**

3. When Prof. Wazid was made the new Director for the Centre of Excellence for Psychological Studies, he faced a problem from the suppliers for the laboratory items. All the required items were supplied on a regular basis, however were not effective as the suppliers were not able to meet the time, specifications or delivery requirements. So, Prof. Wazid made a fresh detailing of product specifications, service specifications and delivery requirements and invited quotations from all the suppliers in the list.
Identify the buying situation here? [1]

4. Sanjeev Kapoor’s Khazana [SKK], that is into providing fine India Dining experience is a highly successful restaurant in India and few countries abroad. It used to make many market surveys to decide on its marketing strategies before entering into a new country or market. As it planned to enter into Canada by 2013 it conducted market surveys in 4 cities of Canada - Toronto, Montreal, Calgary and Vancouver. It found that within the premium segment in which SKK operate there is also a sizeable number, which have been growing steadily in the past three years and would grow further. These people are extremely health conscious and will be interested to have food which is low on sodium, sulphur, cholesterol and sugar content. These consumers are very specific in their requirements and are ready to pay more for these products. Accordingly SKK decided that for the first time SKK will open a restaurant where the menu is designed to take care of these health conscious group only.
Specify, SKK is catering to whom and is into what type of marketing? [1x2=2]

5. Mr. Muarsheed, Director of Al Reem Industries is now in a state of fix. His new plant at Al Ain must start by 2013 June. His production department have already calculated the production capacity of the plant on the basis of which machinery has been selected. The technical details of the machinery has been verified by the R& D department Chief Mr. Shankar. The prices of the machinery have also been okayed by the marketing department. However, only yesterday when

Mr. Muarsheed attended an expo at Dubai Trade Centre he happened to meet few delegates from Germany who literally gave him a complete new dimension to the machinery that he should be procuring for the new plant. He is worried because it might delay the entire starting of the new plant by 2013. However, after lot of thinking he decided to call those German delegates to his office next day. He wanted to take their opinion about the technical details of the machinery that he is going to procure and include their suggestion in the buying process. **Identify the roles played by the Production department, R&D department chief Mr. Shankar, Marketing department and the German delegates in this case. [1x4=4]**

6. Zomato.com is a restaurant discovery platform on the web. It provides in-depth information on restaurants in and around Delhi NCR and seek to provide everything that a customer might want to know about food before taking that first bite: menus, pictures, maps, reviews, ratings and contacts. It's all about food and where you can find the best of it!

Name the form of this electronics marketplace? [1]

7. IKEA, the world famous furniture and home products manufacturer & seller is coming out with a new brand of dinner sets called "Casuals"; where the customers are given the freedom to choose or provide any of their favourite design to be on the dinner sets. They just need to provide a hardcopy or softcopy of the design which is going to be immediately attended by the staff at the stores and the dinner set will be delivered at the customers place within three working days.

Identify the level of segmentation of IKEA in this case. [1]

8. Match the following: [1x8=8]

<i>Column A</i>	<i>Column B</i>
1. Persons are perceived as occupying inferior or superior position in the society	a. Selective Attention
2. Tendency to remember information that supports our attitudes and beliefs.	b. Social Class
3. A small increase in the demand for a consumer product can cause a huge demand in the business market to produce the additional output.	c. Selective Distortion
4. The demand for business goods and services are not affected by increase in price.	d. Selective Retention
5. Tendency to notice stimuli that relate to our current need	e. Secondary reference Groups
6. Membership groups where there is less continuous interaction and are more formal.	f. Acceleration Effect
7. Selling of shampoo and hair oil in small sachets	g. Income Segmentation
8. Tendency to interpret information to suit our preconceptions	h. Derived Demand
	i. Money constrained
	j. Occupation
	k. Inelastic Demand
	l. Dissociative reference Groups

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

BITS PILANI, DUBAI CAMPUS International Academic City, DUBAI Final Year – Semester I – 2012-13 Course – MGTS C233 – Principles of Marketing for Engineers			
Component	TEST - 1	Date	4.10.2012
Maximum Marks	25	Duration	50 minutes

[Answer all questions]

1. Answer the following- [1x5=5]

- a. Every company likes to sell its product to a market from where it gets the maximum response. Name the market.
- b. Every company provides a set of tangible & intangible benefits to its customers through a product, service or a combination of both. What is this set of benefits called?
- c. SKN Overseas Ltd., a registered company in India manufactures chemicals which are used as a raw material for producing some specified drugs. Pharmaceutical firms of Germany, Switzerland and Thailand are the major buyers for this chemical. The raw materials used to manufacture these chemicals are supplied from two major suppliers Herbal India from India and Nature Pakistan from Pakistan to its manufacturing plant at Jebel Ali, Dubai. SKN has offices at all these places to coordinate the smooth functioning of production to supply on time. It is also now planning to open offices in Canada and Indonesia to start supplying the chemicals to the manufacturers there. Name the markets where SKN is mainly involved in.
- d. Name the components of a marketing Mix.
- e. Name the components of a Customer Value Triad.

2. Identify the demand states in the following- [1x5=5]

- a. MDH the reputed spices manufacturing company from India is planning to launch its own brand Long grain, aromatic Basmati rice in UAE
- b. Accenture India Ltd., one of the leading Multi National IT firms in India is coming out to launch its first ever Public Offer in 2013 January with a premium of INR 1225 for each share of value INR 10.
- c. Aristocrat planning to launch a chain of pubs in the upcoming cities of UP like Bareilly, Meerut, Rampur etc.
- d. Mr. Jhunjhunwala is known as one of the most successful entrepreneurs of India. He is still functioning as the Chairman of Amrit Vanaspati at Varanasi India manufacturing Desi Ghee (Ghee made from vegetables) for the public. These days he has asked his R&D division to prepare new recipes that can cater to the demands of Indians for quick breakfast and lunch, and also during festivals. Those recipes will be published and given free to the consumers with every purchase of Amrit Vanaspati. He has also asked to highlight the cholesterol and calorie content on the packaging and is planning to attach a booklet that describes how to take care of cholesterol and extra calorie.
- e. Sun Life Insurance the giant Canadian Insurance Company along with Aditya Birla Group in India is planning sell employment insurance to the India Public.

3. Identify the marketing concept present in the following- [1x5=5]

- a. In an organisation you need to connect at the very senior levels of the organisation and you also need to connect with the individuals who are doing a lot of work on the frontlines. You have to figure out how to pull all the departments together in a way that is delivering great marketing accountability and engaging in marketing programmes.
- b. A marketer's job is not to find the right customers for his products but to find the right products for his customers.
- c. Tata Salt is going for a massive plant at Ahmedabad to manufacture salt in huge quantities (almost three times higher than the capacity of its existing plant) to cater to the new markets it has entered at African countries.
- d. Royal Bank of Canada (RBC) has tagged each of its roughly 11 million clients and put them into meaningful segments. RBC discovered a sizeable sub segment of customers hidden within its broader categories of "wealth preservers" and "wealth accumulators". Dubbed 'Snowbirds', these individuals spent a number of months each winter in Florida, where they were experiencing difficulties establishing credit as well as missing their Canadian communities, particularly the familiarity of the French-Canadian accent and fluency in French. In order to meet their unique needs, RBC created a Canadian Banking experience in Florida.
- e. Cooking Olive oil is priced at 400ml for 8dhs, 750ml for 13.5dhs, 1L for 15dhs, 2.5L for 35 dhs and 5L for 65dhs.

4. Identify the right marketing terminology as evident in the following statements- [1x5=5]

a. Public Libraries few years back were labeled as places where dead men live. It was fast losing its young customers. Few senior citizens and researchers were visible as regulars and most others could be viewed as accidental. However the situation is different now. There is a lot of demand to be in the library by the younger mass. Most kids prefer to be in the library than in summer schools during the vacation. The libraries are now looking bright with all glass walls. Every library is completely equipped with Wi-Fi, computer games, movies, digital access to journals, books and information through internet, printing, Xerox, scanning facilities, everyday raffle coupon draw for free entry to local sightseeing attractions, different free seminars and talks to guide the aged people, kids & their parents, young working couples in terms of investments, right eating habits work- life balancing etc. In what type of marketing the marketers were engaged here?

b. People view Horlicks as a healthy product.

c. Some times in a market we find one product with many complementary products and services that are closely related in the minds of consumers but are spread across a diverse set of industries.

d. A marketer has to consider the spending habits of its target customers. We are referring to which environment?

e. IKEA has started door delivery of its product with a fee. Which marketing channel we are talking about?

5. Say TRUE or FALSE to the following- [1x5=5]

a. If you are a player in a business market you need to have more sales force.

b. The satisfaction of consumers increase with increase in price

c. A channel through which the raw materials reach the factory is called the supply chain

d. There is some competition between a Jacket and a wall decoration.

e. Brand means a product which is good.

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

BITS PILANI, DUBAI CAMPUS
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Component	QUIZ - 2	Date	12.12.2012
Maximum Marks	07	Duration	20 minutes

[Answer all questions]

QN	Question	Answer (write here)
1. Identify the appropriate branding term for the following [1x5=5]		
a.	“Every marketer has a vision about how his brand would be and how it would perform”.	
b.	“For some brands consumers are able to strongly recall what the brand stands for and what it promises to its customers”.	
c.	“Marketers always try to add value to the product and services”.	
d.	“Every consumer has some thoughts, feelings, image, experiences etc. associated with the brand”.	
e.	“Every marketer creates some devices that identifies and differentiates a brand from other brands”.	
2. Identify the appropriate market segmentation visible in the following products [0.5x8=4]		
a.	Nestlé’s Maggie Noodles	
b.	Dabur’s Vatika Anti-dandruff Hair Cream	
c.	Archies Greeting Cards	
d.	Airtel’s Elite Plan for customers that provides progressively low prices with use	
e.	Air India’s Senior Citizen Discounts	
f.	The TV Channel Cartoon Network	
g.	BRU’s Filter Coffee	
h.	Bajaj Wave Scooters – 110 cc . Automatic . Extra Large Storage Space	
3. Answer the following as directed in not more than five words [1x5=5]		
a.	When a company uses single name to a divergent set of products we call it as what?	
b.	When a new brand is added as a suffix to an existing brand it is called what?	
c.	Unilever introducing Liril body wash will be an example of what?	
d.	In Aaker’s Brand Asset Evaluator model, Differentiation, energy and relevance talks about the future value of the brand Mention the branding term used to describe this.	
e.	Lifebuoy introduced in 1895 has undergone several changes over the years. And the biggest ever change came in 2002 when the brand was launched with new formulations, colour, fragrance, size and packaging. Yet as a brand Lifebuoy has been able to maintain its core value proposition health. Which main brand element criteria Lifebuoy has been able to fulfill?	

9. Read the following two columns

<u>Column A</u>	<u>Column B</u>
1. Providing training to the sales force to spot and report new developments	a. Trends
2. The core positioning of Khana Khajana restaurant by Sanjeev Kapoor is 'delicious food'. However the customers do also enjoy complimentary welcome drink, ethnically dressed service staff, theme based ambience etc.	b. Probability Sampling
3. Each member of the population has an equal chance of getting selected to the sample	c. Clients
4. It reveals the hope of future and provides many opportunities to the marketer	d. Advocates
5. Customers who enthusiastically recommends the company, its products & services to others	e. Proactive Marketing To increase sales
6. Periodically contacting customers about improved product uses or new product	f. Partnership Marketing
	g. Value Proposition
	h. Simple Random Sampling
	i. Megatrends
	j. To improve MIS
	k. Reactive Marketing

Match Column A with the appropriate choice from Column B here

<u>Column A</u>	<u>Column B</u>
1. Providing training to the sales force to spot and report new developments	
2. The core positioning of Khana Khajana restaurant by Sanjeev Kapoor is 'delicious food'. However the customers do also enjoy complimentary welcome drink, ethnically dressed service staff, theme based ambience etc.	
3. Each member of the population has an equal chance of getting selected to the sample	
4. It reveals the hope of future and provides many opportunities to the marketer	
5. Customers who enthusiastically recommends the company, its products & services to others	
6. Periodically contacting customers about improved product uses or new product	

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