

HMS

marketing
done

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
 2. Draw suitable diagrams wherever necessary
 3. Illustrate your answers with examples
 4. Rewrite the questions for Q1.a and b.

Q1. a. Multiple Choice Questions (ANY EIGHT)

(08)

1. _____ is a specific term that includes a name, symbol, sign or design given to a product for easy identification. (Advertising, Brand, Packaging, Promotions)
2. _____ gives consumers a compelling reason what they should buy it. (Unique Selling Proposition, Unique Selling Position, Unique Stock Proposition, Unique Selling Portion)
3. Global brands must build _____ strong brand strength, brand stature & power on key factors that drive brand in the market. (consistency, complexity, flexibility, composite)
4. Brand _____ strategy helps marketers determine which products and services to introduce, and which brand names, logos, symbols, and so forth to apply to new and existing products. (packaging, asset, value chain, architecture)
5. Brands can reduce _____ in making product decisions for a customer. (costs, expenses, risks, confusions)
6. Jingles are musicals _____ written around the brand. (tone, sound, message, creativity)
7. Every _____ crucial goal is to develop a strong brand position and build brand resonance. (retailers, employee, manufacturers, marketers)
8. Reinforcing brand meaning may depend on the nature of brand _____ involved. (associations, attachments, assets, awareness)
9. Brands indicate _____ of product, the consumer is buying. (quantity, reason, benefits, quality)
10. In case of service brands, the _____ include the customers' experience. (non-tangible, tangible, service, engagement)

b. State whether the following statement is TRUE or FALSE (ANY SEVEN)

(07)

1. To retailers and other channel members distributing products, brands provide several important functions.
2. Personal selling is a person-to-person process by which the seller learns about the prospective buyer's wants and seeks to satisfy them by making a sale.
3. Young & Rubicam (Y&R) a major global advertising agency, measured brand equity for 450 global brands and more than 8,000 local brands in twenty-four countries.
4. Corporate brands use the same name for all of their products.
5. A logo helps in reinforcing brand positioning by creating a recognizable visual identity.
6. URLs (Uniform Resource Locators) specify locations of pages online and are also referred to as domain names.
7. The supplier multiplier determines the extent to which the value shown by the market performance of a brand is manifested in shareholder value.
8. If a brand extension is profitable, it always contributes to overall brand growth.
9. Once a product is outdated, it can never become relevant again.
10. Any paid form of non-personal communication through mass media about a service or product or an idea by a sponsor is called promotion.

Q2. Answer the following

- a. How would you use the Customer-Based Brand Equity (CBBE) model to strengthen the brand equity of Patanjali? (08)
- b. Evaluate the role of channel strategy in sustaining a brand. How do direct and indirect distribution channels influence market success? (07)

OR

- c. If you were a brand manager at HDFC Bank, how would you use the Big 5 Model of Brand Personality to position the brand? (08)

d. What is the Brand Product Matrix, and why is it important? Illustrate with examples. (07)

Q3. Answer the following

- a. How does experiential marketing help brands build customer loyalty? Provide reasons and examples. (08)
- b. Using Brand Awareness Pyramid, analyze how a new startup brand can establish brand awareness (07) in a competitive market.

OR

- c. If you were launching an FMCG brand in India, how would you structure its brand hierarchy for (08) long-term growth? Develop a strategic model.
- d. Define brand identity with examples from Amul and Tata. (07)

Q4. Answer the following

- a. Explain Qualitative Research Techniques used in branding. How do brands use these techniques to (08) understand consumer perception?
- b. What factors influence a company to revitalize a brand? Analyze how successfully executed brand (07) revitalization strategies.

OR

- c. What are the key differences in brand positioning strategies between Airtel and Jio? (08)
- d. Explain different pricing strategies used to sustain brand in market with examples. (07)

Q5. a. Write Short Notes on (ANY THREE)

1. Point of parity.
2. Permission marketing.
3. Brand response.
4. Moving a brand down.
5. Brand elements.

OR

b. Case Study

A great example of brand positioning is Disney. With movies, T.V. shows, theme parks, colouring books, and baby clothing (to name only five of its many products). One successful brand extension is the Disney English-language training centre. Though less ingrained in popular culture than other Disney products, this extension has been incredibly successful in China. It is especially important to highlight because as an international brand, it faced even more obstacles than other extensions by navigating a vastly different culture and an audience with an entirely different set of values. After identifying an international opportunity, Disney leveraged its unique strengths, like its unparalleled customer experience and focus on entertaining children, to break into an incredibly lucrative niche in China. Disney English, centres for teaching young children the English language, opened in Shanghai in 2008, according to McKinsey & Company, simultaneous with the development of the city's Disneyland park. Disney English is now in more than nine cities in China, with more than 30 locations. Further, the extension is helping the main Disney brand to flourish in a country that is not as familiar with its trademark "magic." As McKinsey & Company's article notes, "In a country where Disney's films and merchandising have yet to establish a broad market presence, using language learning to attract small children and their families looks like a great entry point to the world's biggest market and a sound investment in nurturing a future consumer base for Disney products." In this way, the extension capitalizes on both leverage and logic, bringing value to both consumers and the main brand in several ways.

Questions

- a. Analyze the key brand positioning strategies Disney used to establish Disney English in China.
- b. Based on Disney's approach, propose a strategic brand extension that could help your company enter a new foreign market

(08)

(07)

Time: 2.30 hrs

Marks: 75

1. All Questions are Compulsory
2. Figures to the right indicates the marks

Q1. A Choose the right answer (Any eight)

8

- 1 _____ refers to trading activities undertaken by licensed retailers who are registered for sales tax.
a. Unorganized retailing b. Organized retailing c. e-tailing d. urbanization
- 2 _____ is an electronic communication system that provides standards for exchanging data via any electronic means.
a. electronic data interchange b. electronic article surveillance c. electronic shelf labels d. RFID
- 3 To reduce _____ and other operational expenses, manufacturers and wholesalers ship goods in large quantities to retailers
a. Economic activity b. Transportation costs c. Investor Costs. d. Stock cost
- 4 _____ provide essential commodities at cheaper costs
a. leased department. b. Franchise
c. Consumer Co-operative. d. independent retailer
- 5 _____ stores have narrow product line with deep variety.
a. Specialty b. Retail c. Supermarket d. Non-Store
- 6 Prior goal of CRM was to establish _____ and perfect relationships.
a. Customer preference. b. Customer loyalty
c. Customer experience. d. Customer reaction
- 7 _____ products enjoy popularity and generate lot of sales in a short span of time. a. fad b. seasonal c. variety d. assortment
- 8 In a retail store, _____ inform the customers about the products, offers and price.
a. managers b. fixtures c. mannequins d. signage
- 9 _____ is a supplier who forms an alliance with the retailer.
a. Category Captain b. Wholesaler. c. Distributor. d. Dealer
- 10 The store front is a reflection of the _____ of the store.
a. Brand Equity b. brand value c. Personality. d. display

Q.1.B State whether the following statements are True or False (Any Seven)

7

- 1 Credit card fraud is a limitation of e-tailing
- 2 Franchise stores are an example of unorganized retailing.
- 3 The acquisition of a new customer cost is same as maintaining an existing customer.
- 4 Franchise gets royalty fees, up front margins.
- 5 Visual Merchandising is also termed as Silent Salesmen
- 6 Kiosks are small selling spaces located in malls offices airports etc.

- 7 Customer approach means that customers are committed to shopping at retailer's locations.
- 8 Cash wraps are also known as checkout areas
- 9 Planogram is a method of arranging goods in a retail store.

Q2

- a. Discuss the factors responsible for the growth of organized retail in India
- b. Explain the non-store based retail formats

(OR)

- c Discuss the factors influencing retail trade
- d What is e-tailing? Explain the advantages and limitations of the same

Q3

- a Explain the factors influencing retail shoppers
- b Discuss the four customer retention approaches

(OR)

- c Explain the steps in developing retail strategy
- d Explain the objectives of CRM in retail

Q4

- a What do you mean by private label? Explain the categories of private label brands
- b Explain the principles of merchandising

(OR)

- c Explain the following concepts:
Category Captain, Buying Cycle in Retail & Staple merchandise
- d Explain the categories of private label brands

Q.5. a Discuss the 5 S's of Retail Operations

- b Explain the tools used for visual merchandising

(OR)

c Short Notes (Any three)

- i Airport Retailing
- ii Digital signage
- iii Young and Rubicams Brand Asset Valuator
- iv Career options in retail
- v Mall Management

Duration: 2 ½ Hours

Max. Marks: 75

N.B. i] All questions are compulsory.

ii] Figures to the right indicate full marks.

Q 1 A. Fill in the blanks with the appropriate answer form the alternatives given. (Any Eight) [8]

1. _____ is horizontal expansion of a firm.
a. Merger b. Diversification c. Combination d. Separation
2. NAFTA is best example of _____.
a. economic union b. free trade area c. custom union d. common market
3. Quota system is a type of _____ barrier.
a. tariff b. non-tariff c. revenue d. alliance
4. _____ orientation refers to exporter viewing international marketing as secondary to domestic operations.
a. Ethnocentric b. Polycentric c. Regiocentric d. Geo-centric
5. _____ is a sister institution of IMF.
a. World bank b. IFO c. UNICEF d. RBI
6. Pricing of a product based on the benefits it provides to consumers is known as _____.
a. value pricing b. demand based pricing c. mark up pricing d. marginal pricing
7. International marketing requires _____.
a. tariff b. economies of scale c. buyers d. market
8. _____ alternative market entry mode offers the most control and risk.
a. franchise b. alliance c. license d. venture
9. The International Finance Corporation, an affiliate of the World Bank, was established in _____.
a. 1960 b. 1982 c. 1953 d. 1956

10. _____ is the simplest form of economic integration.

- a. Common market b. customs union c. economic union d. free trade area

Q 1 B. State whether the following statements are true or false. (Any Seven) [7]

1. International marketing is the same as domestic marketing
2. Trade barriers are supportive to the growth of international trade.
3. Trade blocs are based on geographic boundaries
4. Marketers can always directly apply experience from one country to another or from one market to another.
5. High-income countries are referred to as emerging markets.
6. Targeting defines the position of a product or a company in the minds of customers
7. Pricing below cost can be profitable in the long term
8. The study of the cultural environment is unnecessary in the foreign market because foreign consumers will accept anything that other marketers have to sell.
9. A focus strategy is defined by its emphasis on several industrial segments
10. Promotional aspects of packaging will often vary among foreign markets

Q 2 A. Define International Marketing. Explain the EPRG framework in depth with suitable examples. [8]

Q 2 B. Differentiate between Domestic marketing and international marketing. [7]

OR

Q 2 C. Discuss the different types of non- tariff barriers imposed by countries. [8]

Q 2 D. Discuss modes to enter foreign markets. [7]

Q 3 A Discuss Hofstede's Dimensions of Culture. [8]

Q 3 B What is meant by international marketing research? Discuss the steps that would be followed for research before the launch of a product in the international markets. [7]

OR

Q 3 C Discuss the role of segmentation and positioning in international marketing. [8]

Q 3 D Explain the international marketing environment? Explain the role of political environment in depth. [7]

Q 4 A What is the role of packaging and labelling in international market. [8]

Q 4 B Discuss the features of trade blocs. [7]

OR

Q 4 C What are the features of international service marketing? [8]

Q 4 D Distinguish between Multi domestic strategy and global strategy. [7]

Q 5 A Explain the role of European union in the growth of European markets, state its objectives and functions in depth. [8]

Q 5 B Discuss the various types of pricing strategies adopted in the international markets. [7]

OR

Q 5 C . Write short note on the following. (Any Three) [15]

1. ASEAN
2. IMF
3. Tariff
4. Service Culture
5. Mass Marketing

Duration: 2 ½ Hours

Total Marks: - 75

Q.1) a) Multiple Choice Questions (Any 8)

8 Marks

1. _____ media is a good source of promotion for mass communication of FMCG Products.

a) Pamphlet b) Magazines c) Television d) Newsletters

2. _____ indicates a percentage of target audience who is exposed at least once in a given period to a particular media vehicle.

a. Reach b. Frequency c. Cumulative Reach d. All

3. _____ is all about information about the market we are catering to.

a. Market Analysis b. Media Objective c. Frequency d. None of the above

4. _____ method is a 'let's not rock the boat', or 'if something's going well, why fix it' way of setting budgets.

a) Status quo b) Change the system c) Fire all employees d) Adjusting inflation

5. In the _____ a diary with quarter hour times slots across the rows, and channels across the columns is given to a panel.

a) diary system b) People meter c) TRP/TVR-Television Rating Points d) All

6. In _____ the advertising budget is set as a percentage of sales.

a. Advertising-Sales (A-S) Ratio b. Case Rate and Advertising to Margin Method c. SOV-SOM Method d. None of the above

7. _____ is not a strength of magazines.

a. shelf line b. deadline flexibility c. inherit design flexibility d. quality reproduction

8. This method is slightly modified version of the 'status-quo' method.

a. Inflation adjusted method b. Status-quo c. SOV-SOM Method d. Yardstick Method

9. This scheduling involves advertising the message evenly throughout a given period.

a. Continuity b. Concentrated Advertising c. Fighting Advertising d. Pulsing Advertising

10. In _____ the ad gets aired across all channels at the same time, ensuring that the consumer is not able to miss the communication even if he changes the channel.

a. Day or Day-part Emphasis b. Multiple Spotting c. Teasers d. Road-blocking strategy

b) True or False (Any 7)

7 Marks

1. Television media is one of the most expensive media.
2. Teasers can be spots aired on T.V. or radio, or even print ads carried in the same or successive issues.
3. Pulsing Advertising scheduling is the combination of both continuous and fighting advertisements.
4. The peplemeter comprises of two units-a remote to register the viewer details, and a channel monitoring device attached to the TV which records the channel being watched.
5. A measure called stickiness actually helps look beyond the TRP.
6. GRP stands for Gross Rating Power.
7. SOV or share of voice is used to get a sense of media weights in a competitive context.
8. Stickiness Index Program = $\text{TRP}/\text{Reach of Program} \times 100$
9. Circulation is the average number of copies of publication that are sold.
10. It is not required to monitor the inflation in media buying.

Q.2) Answer the Following

15 Marks

- A. Explain the Features of Mass Communication.
- B. What are the factors Influencing Media Planning Decision?

OR

- C. Explain various sources of media research.
- D. Explain the factors Influencing Media Planning Decision

Q.3) Answer the Following

15 Marks

- A. Explain the need for a Media mix.
- B. Explain the factors that are affecting Print Media Decisions.

OR

- C. Explain the need for Media Strategy.
- D. Briefly explain OOH Media.

Q.4) Answer the following

15 Marks

- A. Explain any three methods of setting a media Budget.
- B. Explain the role of media buyer.

OR

- C. Explain the scheduling patterns
- D. Explain scheduling strategies for creating impact.

Q.5) Answer the following

15 Marks

- A. Explain basic metrics in detail.
- B. Explain the evaluation of Radio buys and Cinema buys.

OR

Q.5) Short notes (Any 3 out of 5)

- 1. Share of Voice
- 2. Gross Rating Points
- 3. Target group
- 4. Challenges of Media planning
- 5. Dairy v/s People meter