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SHAMBHUNATH INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHAMBHUNATH INSTITUTE OF MANAGEMENT

Subject Code: KMB208 Subject: Marketing Management-II

MBA

SEMESTER: 2nd

FIRST SESSIONAL EXAMINATION, EVEN SEMESTER (2019-2020)

BRANCH: MBA

TIME-1hr 30 min

Maximum Marks-30

SECTION –A

1. Attempt all questions in brief. (1*5=5)

Q.N.	QUESTIONS	MARKS	CO	BL
a	What do you mean by Brand Positioning? Ans <ul style="list-style-type: none"> • Brand positioning is also referred to as a positioning strategy, brand strategy, or a brand positioning statement. ... The goal is to create a unique impression in the customer's mind so that the customer associates something specific and desirable with your brand that is distinct from rest of the marketplace. 	1	2	1
b.	Define the term Product. Ans <ul style="list-style-type: none"> □ A product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas. 	1	1	1
c.	What is meant by brand building? Ans <p>Involves all the activities that are necessary to nurture a brand into a healthy cash flow stream for the company after launch.</p>	1	2	1
d.	Difference between Marketing and Selling.	1	1	2

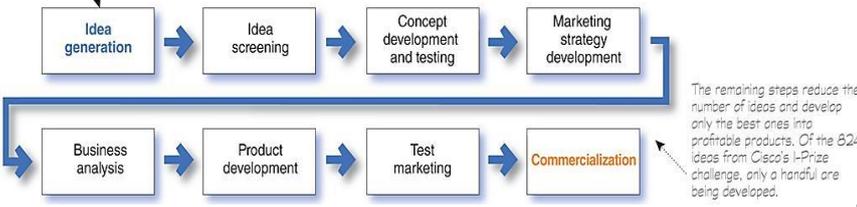
	<p style="text-align: center;">Difference between Marketing & Sales</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <ol style="list-style-type: none"> 1. trying to get the company produce what the <i>customer</i> wants 2. Marketing is much wider & dynamic than sales 3. Marketing revolves around needs & interest of buyer 4. Marketing is outside-in perspective 5. Marketing creates PULL 6. Marketing involves a set of activities 7. Marketing is a process </td> <td style="width: 50%; vertical-align: top;"> <ol style="list-style-type: none"> 1. trying to get the customer to want what the <i>company</i> produces 2. Sales is a narrow concept 3. Sales revolves around needs & interest of seller 4. Selling is an inside-out perspective 5. Selling is a PUSH 6. Sales is a part of marketing process 7. Sales is the result of marketing </td> </tr> </table>	<ol style="list-style-type: none"> 1. trying to get the company produce what the <i>customer</i> wants 2. Marketing is much wider & dynamic than sales 3. Marketing revolves around needs & interest of buyer 4. Marketing is outside-in perspective 5. Marketing creates PULL 6. Marketing involves a set of activities 7. Marketing is a process 	<ol style="list-style-type: none"> 1. trying to get the customer to want what the <i>company</i> produces 2. Sales is a narrow concept 3. Sales revolves around needs & interest of seller 4. Selling is an inside-out perspective 5. Selling is a PUSH 6. Sales is a part of marketing process 7. Sales is the result of marketing 			
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e.	<p>Examples of Product line. Ans</p> <p><input type="checkbox"/> The complete line of products within one class of products is known as the product line. So if we talk about Volkswagen passenger cars, then we have the Volkswagen Polo and the Vento as well as different products within the Volkswagen product line.</p>	1	1	4		

SECTION -B

2. Attempt any TWO of the following:

(2*5=10)

Q.N	QUESTIONS	MARKS	C O	B L
a	<p>Explain the levels of Product with examples. Ans</p> <p><input type="checkbox"/> Core benefit <input type="checkbox"/> Hotel guest is buying rest or sleep <input type="checkbox"/> Basic product <input type="checkbox"/> Bed, bathroom, towel <input type="checkbox"/> Expected product <input type="checkbox"/> Clean Bed, Fresh Towel, lamps, quietness <input type="checkbox"/> Augmented product <input type="checkbox"/> Exceed customer expectation <input type="checkbox"/> Potential product <input type="checkbox"/> New way to satisfying customer</p>	5	1	4
b.	<p>Discuss the new Product Development process. Ans</p>	5	1	2

	<p>New-product development starts with good new-product ideas—lots of them. For example, Cisco's I-Prize crowdsourcing challenge attracted 824 ideas from 2,900 innovators representing more than 156 countries.</p> 			
<p>c.</p>	<p>Explain the role of research in marketing.</p> <p>Ans</p> <p>Marketing research is the foundation on which all great digital marketing is built. In digital marketing it is imperative that you verify what you think you know and also know what you actually do not yet know. Without proper and in-depth research on your industry, competitors, product and target customer, you will be shooting from the hip with your digital marketing efforts.</p> <p>When research is done properly, it gives you brand access to knowledge and insights about your market that are extremely valuable. These insights provide details and information that is crucial to understanding your audience, their pain points and where the market opportunities are within your industry. Each individual research component can open key messaging, targeting and other marketing elements that can produce invaluable data for your marketing effort. Combining all of your various research together will give your brand a story it can use in all components of your marketing program.</p>	<p>5</p>	<p>5</p>	<p>2</p>
<p>d.</p>	<p>Explain the advantages of good branding in the context of marketing.</p> <p>Ans:</p> <p>Increased credibility. Think of all of the brands that you know of. You probably automatically perceive them as credible simply based on the fact that they are big, well known brands. Brand work can help increase your credibility by improving the perception of your business. People buy more from companies they trust.</p> <p>It can make you appear more established. Brand work can make your small business look like a Fortune 500 company, which in turns increases your credibility, which in turn... ok you get it.</p> <p>A sense of sense of stability for your clients. You may not have been in business for the last 25 years, but brand identity work can improve the perception of your business in the eyes of potential clients. Identity goes a long way toward establishing trust.</p> <p>To comply with expectations and standards. These days, brand work is no longer optional. Brands are so widely used and recognized that good “branding” and brand standards are expected. Companies that aren't properly branding themselves risk losing market share.</p> <p>Increase the value of your business (if you plan to sell). If you present a well-rounded business package, including marketing materials and graphics, your business will look more complete and more attractive to potential buyers. Brands are one of the most valuable assets a company has, as brand equity is one of the factors that can increase the financial value of a business to potential buyers. Many companies put the value</p>	<p>5</p>	<p>2</p>	<p>2</p>

of their brand on the balance sheet.			
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SECTION -C

3. Attempt any ONE part of the following:

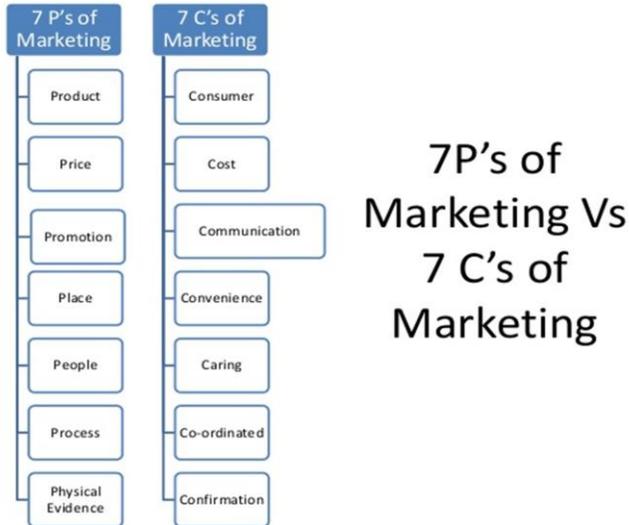
(1*5=5)

Q.N	QUESTIONS	MARKS	CO	BL
a.	<p>Explain the role of brand sponsorship.</p> <p>Ans: Sponsorship is known to be one of the most powerful marketing tools out there. It can also be known as giving your target audience a support but at the same time, sponsorship will be helping you meet your business goals. Wouldn't you call this a win-win situation?</p> <p>Big brands are repeatedly sponsoring global sports events for a reason, if it wasn't for the sake of helping them reach their business goals then they are just randomly blowing their budget away. Of course blowing the budget away isn't the reason when the world will be entertained by the sport events worldwide, athletes will compete in games without any financial issues at the back of their mind and in return, brands get more exposure, become a trusted brand to the consumers and increase revenue.</p> <p>Enhancing brand image and shaping consumer behavior Brands often sponsor events that align with the business mission and often events accept sponsorships from brands that align with the purpose of the event. This way, the ideal consumer of the business can get to know the brand and in return, the brand can take this opportunity to increase their revenue. This would be the business building relationship with its ideal consumer, gaining trust, and a perfect opportunity for brands to shape the consumer's vision of the brand.</p> <p>Brand awareness Building a brand awareness is to get your ideal consumers to know your brand. Sponsorship can definitely help you with that. Your brand will definitely be heard of if you sponsor events that your ideal consumers attend. Of course, a research must be taken whether the attendees of the event are actually your ideal consumers.</p> <p>Differentiation from competitors Each sponsorship project will obviously be different. You can portray yourself differently to how your competitors portray themselves. This is part of building a brand identity with your consumers.</p> <p>Driving sales Sales are often easier to drive when you have the trust of your consumers. This is what sponsorships are for; to build trust with your consumers!</p>	5	2	2
b.	<p>Describe the marketing activities associated with the different stages of the Product Life Cycle.</p> <p>Ans: Product development, Introduction, Growth, maturity, decline.</p> <ul style="list-style-type: none"> ● The product life cycle (PLC) has five distinct stages: <ol style="list-style-type: none"> 1. It begins when the company finds and develops a new-product idea. 	5	1	2

	<p>During product development, sales are zero, and the company's investment costs mount.</p> <ul style="list-style-type: none"> ◆ 2. It is a period of slow sales growth as the product is introduced in the market. ◆ Profits are nonexistent in this stage because of the heavy expenses of product introduction. ◆ 3. It is a period of rapid market acceptance and increasing profits. ◆ 4. It is a period of slowdown in sales growth because the product has achieved acceptance by most potential buyers. ◆ Profits level off or decline because of increased marketing out lays to defend the product against competition. ◆ 5. It is the period when sales fall off and profits drop. 			
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4. Attempt any ONE part of the following:

(1*5=5)

Q.N.	QUESTIONS	MARKS	CO	BL
<p>a.</p> <p>Discuss the 7 P's and their corresponding 7 C's of Marketing Mix. Ans</p>	<div style="text-align: center;">  <p>7P's of Marketing Vs 7 C's of Marketing</p> </div>	<p>5</p>	<p>1</p>	<p>2</p>
<p>b.</p> <p>How you measured brand loyalty. Ans</p>	<ul style="list-style-type: none"> • Measured in three stages <ul style="list-style-type: none"> – Brand recognition - Consumer awareness and identification of a brand. – Brand preference - Consumer choice of a product on the basis of a previous experience – Brand insistence - Consumer refusal of 	<p>5</p>	<p>2</p>	<p>5</p>

	alternatives and extensive search for desired merchandise			
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5. Attempt any ONE part of the following:

(1*5=5)

Q.N.	QUESTIONS	MARKS	CO	BL
a.	<p>Discuss the four essential points to establish rock solid brand positioning.</p> <p>Ans: Four essential points:</p> <ul style="list-style-type: none"> • Your audience: Who is your demographic? What are their pain points? • Your market: What is your market category? And, how does your brand better relate to your audience, in comparison to your competition? • Your brand promise: Think back to your audience's pain points and then ask yourself, how does your brand solve those problems? In the eyes of your audience, what are the greatest benefits your brand offers? • Your evidence: What irrefutable evidence can you offer to demonstrate that your brand delivers on its promise? 	5	2	2
b.	<p>Describe the term brand portfolio with examples.</p> <p>Ans:</p> <p>When large businesses operate under multiple different brands, services and companies, a brand portfolio is used to encompass all these entities under one umbrella. Often, each of these brands has its own separate trademarks and operates as an individual business entity. However, for marketing purposes, a brand portfolio is used to group them all together. Brand portfolios are also used to lessen consumer confusion in regard to who owns particular brands.</p> <p>Examples of Brand Portfolios</p> <p>To better explain what a brand portfolio looks like, consider the Hilton brand. In addition to the Hilton Hotels and Resorts brand, the company also owns numerous other business entities, which are all grouped under the brand portfolio name Hilton Worldwide. A few of the other brands under Hilton Worldwide include the Waldorf Astoria Hotels and Resorts, Embassy Suites Hotels and Homewood Suites.</p> <p>As another example, consider PepsiCo. PepsiCo is the brand portfolio name of several food and beverage companies that include not only Pepsi, but also brands such as Frito Lay, Aquafina and Tropicana.</p>	5	2	2