

**B.Sc. IN LEATHER GOODS AND
ACCESSORIES DESIGN (BSCLGAD)**

Term-End Examination

December, 2012 00711

BFW-058 : MANAGEMENT-II

Time : 3 hours

Maximum Marks : 70

*Note : The question paper is divided into **three** sections. All sections are **compulsory**.*

SECTION-A

This section is divided into *two* parts. Each question carries equal marks :

1. Fill in the blanks ; 5x2=10
- (a) The concept of marketing is regarded as _____ oriented.
- (i) Sales
 - (ii) Customer
 - (iii) Target
- (b) The scope of marketing is _____ .
- (i) Controlled
 - (ii) Specific
 - (iii) Unlimited

- (c) Marketing is important for society as it leads to _____ of living for people.
 - (i) Higher standard
 - (ii) No standard
 - (iii) Low standard
- (d) Products are more identified by their _____ name.
 - (i) Wrapper
 - (ii) Brand
 - (iii) Company
- (e) Advertising creates _____ among consumers.
 - (i) Awareness
 - (ii) Loyalty
 - (iii) Space

2. Five statements are given below. The statements may be **true** or **false**. 5x2=10

Answer by writing true or false.

- (a) Marketing aims at providing consumer satisfaction.
- (b) Product development means production of goods.
- (c) Marketing helps business in earning profits.
- (d) Marketing does not create goodwill for firm.
- (e) Product development means developing new and better products.

SECTION - B

3. Differentiate between : Attempt any three, $3 \times 5 = 15$
- (a) Marketing and selling.
 - (b) Advertising and Publicity
 - (c) Traditional concept of marketing and modern concept of marketing
 - (d) Micro and Macro environment.
4. Explain in detail. Attempt any two ; $2 \times 7 = 14$
- (a) Describe Maslow's need hierarchy theory ?
 - (b) Explain any 2p's of marketing mix in detail ?
 - (c) Explain the evolution of marketing ?
 - (d) You consider yourself as a company who is launching a new children channel
 - (i) Design a logo for the channel
 - (ii) Design a tag line for the channel

SECTION - C

Case Study

BPCL's Petrol Pump Retail Revolution 3x7=21

5. Petrol Pumps in India have come a long way from being dusty, poorly lit places manned by shabbily clothed and indifferent personnel, to the shopping malls of the early 21st century. Bharat Petroleum Corporation Ltd. (BPCL), a leading player in the Indian petroleum industry, received wide acclaim for having brought about this change in the Indian fuel retailing business.

In the mid 1990s, the oil industry felt the need to establish strong brand identities. Until then, the industry seemed to have adopted an indifferent approach towards customer service. With the deregulation of the oil industry in April 2002, Indian players realized that they needed to become more customer focused. BPCL's pioneering efforts in creating brand awareness for its products were thus a welcoming change. BPCL's first foray into petrol pump retailing was through Bharat Shell Ltd. (Shell). The store, offering eatables, soft drinks, stationary, newspapers, magazines, frozen foods, light bulbs, audio cassettes and CDs, came as a pleasant surprise to Indian consumers.

By July 1999, 35 of BPCL's retail outlets across the country had the 'Bazaar, stores running

successfully, in October 2000, BPCL, pioneered another revolutionary concept by launching a McDonald's fast food outlet at a petrol pump near Mathura (UP) on the Delhi - Agra highway. The 4000 sq.ft, 180 seat outlets was set up at a cost of Rs.40 million. Mc. Donald's paid a fixed rent, besides a percentage of its sales to BPCL, for using the facility.

In January 2001, BPCL further upgraded the 'Bazaar' stores, and a month later, launched the 'In and Out' stores at around 40 outlets in Bangalore, Mumbai, Delhi, Kolkata and Chennai. To offer enhanced services to its customers, BPCL tied up with the various companies from a number of different industries : fast food, photography, music, financial services, ISPs, e-commerce portals, document centres, ticketing, greeting cards, ATMs and courier services.

- (a) What approach did BPCL used to improve its product's retail ?
 - (b) As a manager of BPCL how will you suggest better ways of improving the quality of your outlet ?
 - (c) Why did BPCL fail to impress initially ?
-