

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

Term-End Examination

June, 2012

00679

BFW-058 : MANAGEMENT-II

Time : 3 Hours

Maximum Marks : 70

Note : The Question paper is divided into three section's. All sections are compulsory.

SECTION-A

This section is divided into *two* parts. Each question carries equal marks : **5x2=10**

1. Fill in the blanks from given below words : choose the appropriate one ; (Brand, higher standard, loyalty, awareness, advertising, customer, unlimited, sales)
 - (a) The scope of marketing is _____.
 - (b) Marketing is important for society as it leads to _____ of liking for people.
 - (c) Products are more identified by their _____ name.
 - (d) The concept of marketing is regarded as _____ oriented.
 - (e) Advertising creates _____ among customers.

2. Five statements are given below. The statements may be true or false. Answer by writing *True* or *False*. **5x2=10**
- (a) Cost is the main consideration while setting the price of a product .
 - (b) Govt policies have no influence on the price fixation policy of a company.
 - (c) Both internal as well as external factros affect price fixation.
 - (d) Marketing does not create goodwill for fun.
 - (e) Product development means developing new and better products.

SECTION-B

Attempt *any three* of the following :

3. Difference between : 3x5=15
- (a) Marketing and Selling
 - (b) Advertising and Personal Selling
 - (c) Traditional Concept of Marketing and Modern Concept of Marketing.
 - (d) Goods and Services

Attempt *any two* :

4. Explain in detail about the following : 2x7=14
- (a) Define Marketing Environment and explain, briefly micro and macro environment ?
 - (b) Explain any 2 P's of marketing mix in detail ?
 - (c) Explain the Evolution of Marketing ?
 - (d) You consider yourself as a company who is launching a new channel for children
 - (i) Design a logo for the channel
 - (ii) Design a tag line for the channel

SECTION - C

5. *BPCL's Petrol Pump Retail Revolution* : 3x7=21

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

McDonalds'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 & 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, ecommerce portals, document centres, ticketing, greeting cards, ATMs, and courier services.

- (a) How did BPCL improved its product quality ?
 - (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 ?
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