


<b>Name:</b>	 <b>UPES</b> <small>UNIVERSITY OF TOMORROW</small>
<b>Enrolment No:</b>	

**UPES**  
**End Semester Examination, May 2024**

**Course: Strategic Marketing Management**  
**Program: Integrated BBA-MBA**  
**Course Code: MKTG3021**

**Semester : 6**  
**Time : 03 hrs.**  
**Max. Marks : 100**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q 1			CO1
i.	Hotel Marriot is an example of .....  (A) Endorsed Brand (B) Sub Brand (C) House of Brands (D) Branded House	2	
ii.	It is also known as Product-Market Matrix –  (A) BCG Matrix (B) PESTLE Analysis (C) Ansoff Matrix (D) SWOT Analysis	2	
iii.	G-STIC framework is propounded by  (A) Albert Humprey (B) Pankaj Ghumawat (C) Alexandar Chernev (D) BF Skinner	2	
iv.	In Brand Archetype, Nike represents the persona of .....  (A) The Caregiver (B) The Jester (C) The Hero (D) The Ruler	2	
v.	New product, current customers recommend which strategy (A) Diversification (B) Product Development (C) Market Penetration (D) Market Development	2	
vi.	Approach that is always used and doesn't pay enough attention to individual differences. (A) Jar Approach (B) Cookie Cutter Approach (C) Segmentation Approach (D) Mass Approach	2	
vii.	"Kitna Deti Hai" Iconic Marketing Campaign by Maruti underlines which type of segmentation.  (A) Demographic (B) Behavioural (C) Psychographic (D) Geographical	2	

viii.	Altering the position of a brand or product in the minds of the customer relative to the offerings of the competitive product is called as .....	2	
	A) Positioning C) Scheduling	B) Re-positioning D) Segmentation	
ix.	Walmart is an example of .....	2	
	A) Cost leadership C) Differentiation Leadership	B) Cost focus D) Differentiation focus	
x.	Key word search, key word tracking, social bookmarking are the examples of	2	
	A) SEO C) SMM	B) SEM D) Web Analytics	
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
Q 2			<b>CO2</b>
A	Describe porter generic strategies with suitable examples.	5	
B	Draw product life cycle stages and plot BCG matrix quadrant against each stage with brief explanation.	5	
C	Explain types of pricing methods. Which pricing method is adopted by Apple I phones and Maruti Suzuki?	5	
D	Explain the role and significance of robust channels of distribution for a product to succeed in the marketplace.	5	
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
Q3	Statement of question		<b>CO3</b>
A	Brand archetypes brand is a representation of your brand as a persona. Justify the statement explaining twelve archetypes with relevant examples.  OR  Just like every building needs a foundation, every business need brand architecture. Justify this statement citing examples.	10	
B	As the founder of "Freshca," a commercial enterprise specializing in herbal soap production, operating within the fiercely competitive soap industry presents significant challenges. In this hyper-competitive landscape, devising a robust strategy to secure customers and carve out a niche is paramount. Do the value chain analysis of Freshca and explain what all steps you will take to maximize the end goal of profit.	10	
C	Following the launch of Sting, a new player in the energy drinks market, Red Bull, a prominent brand, experienced shifts in its market dynamics. Analyze the Segmentation, Targeting, Positioning (STP), and Marketing Mix (4Ps) of both brands and explain their go-to-market strategy.	10	

**SECTION-D**  
**2Qx15M= 30 Marks**

Q4	Statement of question		<b>CO4</b>
a.	<p>"Smart &amp; Comfy Homes" unveils plans for a revolutionary smart home device using IoT technology, poised to disrupt the home automation industry. Facing entry barriers from established players, the company anticipates intense rivalry. Supplier bargaining power looms large due to specialized components. Yet, with shifting consumer preferences, the threat of substitutes heightens. Analyze the situation using relevant frameworks and craft a strategic market entry plan.</p>	<b>15</b>	
b.	<p>You are the sales manager of “Kampa Drinks” planning to launch your health drinks priced slightly higher than the available carbonated drinks in the market dominated by two MNCs having a combined market share of 90%. Kampa Drinks is backed by India’s richest person.</p> <p style="padding-left: 40px;">i. What types of channel design you will create to acquire 5% market share in 6 months of the launch and 15% market share in 12 months of the launch?</p> <p style="padding-left: 40px;">ii. What promotional strategy you will adopt to support your sales efforts?</p> <p><b>OR</b></p> <p>Describe the emerging trends in marketing that are shaping the contemporary business landscape. Highlight key technological advancements and consumer behavior shifts driving these trends. Discuss the significance of artificial intelligence (AI), machine learning, and data analytics in personalized marketing strategies.</p> <p>(i) In your response, provide specific examples of companies leveraging these trends to gain competitive advantage.</p> <p>(ii) Evaluate the implications of these emerging trends on traditional marketing approaches and recommend strategies for businesses to adapt and thrive in this evolving marketing environment.</p>	<b>15</b>	