


Name: Enrolment No:			
UPES End Semester Examination, May 2025			
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.	HUL and P&G are an example of (A) Endorsed Brand (B) Sub Brand (C) House of Brands (D) Branded House	2	
ii.	If STP model is all about marketing strategy,is about marketing tactics. (A) Ansoff Matrix (B) GSTIC framework (C) Marketing Mix (D) VRIO framework	2	
iii.	SWOT analysis was propounded by (A) Albert Humprey (B) Pankaj Ghumawat (C) Alexandar Chernev (D) BF Skinner	2	
iv.	In Brand Archetype, Mercedes Benz represents the persona of (A) The Caregiver (B) The Jester (C) The Hero (D) The Ruler	2	
v.is when an organization utilizes one of their entrenched brand name on a New Product Category. (A) Width extension (B) Line Extension (C) Depth extension (D) Brand Extension	2	
vi.is meant to bring order to a brand's offerings and build brand equity. (A) Brand architecture (B) Brand Archetype (C) Brand Image (D) Brand Loyalty	2	
vii.	The tagline associated with BMW "Sheer Driving Pleasure" is an example of (A) Demographic segmentation (B) Behavioural segmentation	2	

	(C) Psychographic segmentation	(D) Geographical segmentation		
viii.is the tool used to a analyze firm's internal resources and capabilities to find out if they can be a source of sustained competitive advantage. A) CAGE Model C) VRIO framework	B) IE Framework D) GE-McKinsey Matrix	2	
ix.	Rolls Royce is an example of A) Cost leadership C) Differentiation Leadership	B) Cost focus D) Differentiation focus	2	
x.	Google Adwords falls in A) SEO C) SMM	B) SEM D) Black Hat SEO	2	

SECTION B
4Qx5M= 20 Marks

Q 2			CO2
A	Explain loss leader pricing giving relevant examples.	5	
B	Omni-channel strategy has emerged as a pivotal approach for modern businesses aiming to deliver seamless customer experiences and drive overall growth. Justify this statement giving relevant examples.	5	
C	Explain types of pricing methods. Which pricing method is adopted by Reliance Jio to enter the market?	5	
D	Explain the role and significance of robust channels of distribution for a product to succeed in the marketplace.	5	

SECTION-C
3Qx10M=30 Marks

Q3	Statement of question		CO3
A	Describe the stages in product life cycle (PLC). Which stage of PLC Maruti Suzuki's Grand Vitara and Swift are and what should the respective brand managers of these two car models do, to remain competitive and profitable in the marketplace. OR Just like every building needs a foundation, every business need brand architecture. Justify this statement citing examples.	10	
B	As the founder of "Unicorn-Connect," a start-up having a mission of connecting 10,000 start-ups to the angel investors and VCs for funding in the first year of inception. What promotional strategy you will deploy to attract budding entrepreneurs to come to you for help in seeking funds to scale the business.	10	

C	<p>"CrispoTech," a leading brand in the air fryer segment of the consumer durables market, had been enjoying consistent growth in market share and customer loyalty. However, the entry of a new competitor, "Zennova," offering innovative, multi-functional air fryers with smart connectivity features, quickly disrupted the market and captured 35% of the industry share. This unexpected shift compelled CrispoTech to recognize the importance of continuously scanning the marketing environment.</p> <p>i.) Why is it important for companies to regularly monitor and analyze the marketing environment, especially in fast-evolving product categories like air fryers?</p> <p>ii.) What strategic actions could CrispoTech have taken to safeguard its market leadership against emerging competition?</p>	10	
<p align="center">SECTION-D 2Qx15M= 30 Marks</p>			
Q4	Statement of question		CO4
a.	<p>You have recently launched a cybersecurity software solution in the Indian market, which is currently dominated by established European, American, and Indian IT firms. Within the first three months of launch, your product captured 5% of the market share. After 36 months, your company successfully scaled up to hold 45% of the national market share. Referring to the Product-Market Growth Matrix, answer the following:</p> <p>i.) Which growth strategy would you apply when your company holds 5% market share, and why?</p> <p>ii.) Which growth strategy would you adopt when your market share reaches 45%, and why?</p>	15	
b.	<p>You are the Sales Manager of "Chocolite" a premium brand specializing in sugar-free chocolates. The company is preparing to launch its product in the city of Dehradun, which has a population of approximately 10 lakh (1 million). The local confectionery market is currently dominated by two multinational giants that together control 90% of the market share. Chocolite is backed by one of India's most influential business leaders and is positioned as a healthier alternative for health-conscious consumers.</p> <p>i. What type of distribution channel would you design to capture a 15% market share within the first 12 months of launch in Dehradun?</p> <p>ii. What promotional strategy would you adopt to support and accelerate your sales efforts in this competitive urban market?</p> <p>OR</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 digital marketing,</p>	15	

	<p>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>		
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