

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online Examination, June 2021

Course: Marketing Management
Program: B. Com (H)
Course code: MKTG 2001

Semester: II
Time: 03 Hours
Max. Marks: 100

SECTION A – 30 Marks

1. Each Question will carry 5 Marks

2. Instruction: Complete the statement / Select the correct answer(s)

		Marks	CO
Q 1	The 5 product levels are _____ benefit, _____, _____, _____, _____.	5	2
Q 2	In product classification, seat 34 on Spicejet SG 2770 is an example of _____.	5	2
Q 3	If the Variable Cost is Rs. 25; Fixed Cost is Rs. 6, 00,000/-; Expected Unit sales is 30,000; Investment is Rs. 15, 00,000. Find out the price to have a markup of 25% on sales.	5	2
Q 4	The elements of brand equity are: _____, _____, _____, _____.	5	2
Q 5	Provide an example of rebates in sales promotion.	5	3
Q 6	A woman enters a contest to win a new lip gloss from a beauty company by shooting a video review detailing how much she loves one of their lipsticks. This is an example of i. Ascend ii. Advocate iii. Excite iv. Promote	5	3

SECTION B – 50 Marks

1. Each question will carry 10 marks

2. Instruction: Write short / brief notes

Q 7	Explain the concept of product mix with respect to a fashion / readymade garments company.	10	2
Q 8	How will IGI Airport, New Delhi adopt the service quality dimensions especially during present Covid19 situation?	10	2
Q 9	Provide any 5 examples of pricing strategies.	10	2
Q 10	Explain the difference between the B2C and B2B channels of distribution with examples.	10	3
Q 11	Explain with examples, the concept of 'appeals' in advertising.	10	3

SECTION C – 20 Marks

Instruction: Provide suitable examples to substantiate your answer.

Q 12	'Wellness is Us' is a company that is providing wellness solutions for people during such times of Covid19. They want to use the 6 elements of marketing communication to promote their offers. Assume their multiple offers and create their strategy for each of the 6 promotional elements.	20	3
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