

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination – December, 2021**

**Course: Marketing Management**  
**Program: MBA (OG+PM)**  
**Course Code: MKTG 7001**  
**Instructions: Attempt all sections.**

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

S.No.	Section A (Type the Answers in the test box)	10Qx2M=20Marks	COs
Q1	Which of the following is NOT part of a marketing exchange? A) Sellers provide products or services. B) Sellers communicate and facilitate delivery. C) Marketers assess the effectiveness of their advertising. D) Buyers complete the exchange by giving money and information to the seller.		CO1
Q2	Promotion is _____ by a marketer that informs, persuades, and reminds potential buyers about a product or service to influence their opinions or elicit a response. A) smoke-and-mirrors B) coercion C) teasing D) communication		CO1
Q3	What is sustainable competitive advantage? A) A broad description of the firms objectives and scope of its activities. B) Tool used to evaluate marketing performance. C) Something the firm can consistently do better than its competitors. D) Written document that discusses competitor strengths and weaknesses, and the firms advantages over them.		CO1
Q4	One of the keys in place and value delivery is to provide the consumer _____. A) a wide product selection B) merchandise they want at the time they want it C) a variety of media communication methods D) accessible management personnel to handle complaints		CO1

Q5	Which of the following is NOT considered a marketing growth strategy? A) Market penetration B) Diversification C) Product development D) Sequential planning		CO1
Q6	Which of the following are examples of typical demographics? A) age, gender, race B) behavior, dress, physical settings C) temperature, topology, climate D) conservative, liberal, independent		CO1
Q7	The number of product lines offered by a firm is known as its _____. A) product breadth B) product assortment C) product depth D) product mix		CO1
Q8	The purpose of branding is to _____. A) allow advertising firms to establish a name for themselves B) make customers aware of a product's features C) ensure legal rights for a product D) help consumers distinguish one company's products from another		CO1
Q9	To deliver consistently high-quality service, firms must set specific, measurable goals based on _____. A) employee input B) customers' expectations C) management philosophy D) consultant recommendations		CO1
Q10	All of the following are forms of vertical marketing systems EXCEPT: A) Corporate B) Franchise C) Contractual D) Administered		CO1
	<b>Section B</b> <b>(Scan and upload)</b>	4Qx5M=20Marks	
Q1	Explain the concept of customer value and satisfaction with examples.		CO2
Q2	What is culture and sub culture? Explain how the cultural values of a country are significant factors for a firm's marketing initiatives.		CO2
Q3	What is SWOT analysis? Explain with an example.		CO2
Q4	Explain briefly the distribution strategies that a firm might pursue with examples.		CO2

	<b>Section C (Scan and upload)</b>	3Qx10M=30Marks	
Q1	Explain the concept of segment, target and positioning with reference to video case “Why weight watchers ditched diets”. Support your answer with additional examples.	10M	CO3
Q2	Analyze significance of macro environment to marketing and the current energy needs of the world with reference to the video case “Why natural gas could be the fuel that changes the world”.  OR What are Focus Groups? Compare and contrast the qualitative vs quantitative market research methodology and substantiate how Focus groups results can lead to better insights.	10M	CO3
Q3	Explain how coronavirus has impacted the marketing with reference to the case “How coronavirus is ushering a new era of concerts”. Support your answer with additional examples.	10M	CO3
	<b>Section D (Scan and upload)</b>	2Qx15=30Marks	
Q1	Suggest marketing strategies for adoption of EVs (electric vehicles) in the Indian Market.		CO4
Q2	Explain the consumer decision making journey in the digital age with examples.  OR Discuss the significance and suitability of various social media tools for marketing in a business to business market.		CO4