Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, May 2022

Course: Marketing Management Program: BBA/B.Com/Int.BBA/B.Com MBA (All) Course Code: MKTG 1004

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

SECTION A 10Qx2M=20Marks				
S. N.		Marks	CO	
Q 1 (i)	The concept holds that consumers do not generally buy products. Therefore, marketers should focus on aggressive promotional efforts to attract customers.a) Productb) Sellingc) Productiond) Marketing	2	CO1	
(ii)	Which is not a stage in the process of new product development:a) Idea refinement b) Idea screening c) Test marketing d) Concept development	2	CO1	
(iii)	Which of the following consumer buying behaviour requires the least effort?a) Complexb) Habitualc) Variety-seekingd) Dissonance-reducing	2	CO1	
(iv)	In psychographic segmentation, AIO stands for:a) Augment, Improve, Opinionb) Activities, Interests, Opinionsc) Actions, Interests, Opinionsd) Apparent, Inbound, Outbound	2	CO1	
(v)	The unique image of the product in customer's mind is called:a) Brand Differentiationb) Positioningc) Product Mappingd) BrandImage	2	CO1	
(vi)	Rolls Royce uses which of the following distribution formats:a) Intensive distributionb) Selective distributionc) Exclusive distributiond) Open distribution	2	CO1	
(vii)	A is when a company uses one of its established brand names on a new product or new product categorya) Line Extensionb) Line Family Brandingc) Individual Brandingd) Brand Extension	2	C01	
(viii)	If the aim of the promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of in the promotional mix.	2	CO1	

	a) Advertising b) Personal Selling c) Publicity d) Sales Promotion		
(ix)	pricing is when prices are adjusted continually to meet the characteristics and needs of the individual customer and situations.	2	CO1
	a) Psychological b) Two Part c) Dynamic d) Captive Product		
(x)	Intermediaries typically perform all of the following functions, except:		
	a) Breaking down bulk	2	CO1
	b) Making goods locally available		
	c) Providing expert local market knowledge		
	d) Creating direct communication from the customer to manufacturer		
	SECTION B 4Qx5M= 20 Marks		
~ ~	Why do some marketers feel that lifestyle segmentation is more appropriate than		
Q2		5	CO2
	demographic segmentation in present scenario?		
Q3	Discuss the various sources of generation of idea about new products. Which source	5	CO2
	do you consider the most effective & why?		
Q4	Differentiate between Advertising and Sales Promotion.	5	CO2
Q5	We are living in the Age of Brands. The brand name is naturally became a major		CO2
C ⁻	selling tool and one of the most important component of the 'total product		
	personality'. Describe what a brand means and convey to the consumer thus bringing	5	
	out a differentiation between branded and non-branded products/services?		
	SECTION-C 3Qx10M=30 Marks		
Q6	Comment on the following statements:		
	(a) Consumers buy brands not products.	10	CO3
	(b) Distribution channels and their functions are unnecessary in modern technology-		
	driven business scenarios.		
Q7	"Marketers must monitor the stage of product in Product lifecycle and changing nature		C03
	of market competition in order to frame effective marketing mix strategies."		
	Substantiate this statement and explain marketing mix strategies in various stages of	10	
	PLC. Give examples.		

Q8	Discuss in brief the various pricing methods used by marketers. Suggest suitable		
	pricing strategy for the following products:	10	CO3
	(a) Organic food products(b) Mineral water bottle(c) New OTT platform by PVR(d) New domestic airline		
	OR		
	"Market segmentation is important for target market and target market is important for		
	product positioning." Elaborate with examples. Explain the positioning of the		
	following brands/products:		
	(a) Red Bull Energy Drink (b) Dream 11		
	(c) Tesla (f) Xtrapremium Petrol		
	SECTION-D 2Qx15M= 30 Marks		
Q9	The world is taking up a healthier turn for good as people seem to accept the inclusion		
	of organic food as a part of their daily life. And why not, one should always consume		
	the safest produce. Yet, the rate of adoption has been slow in the Indian market. Indian		
	population, which represents almost 20% of the world's population, consumes less		
	than 1% of world's total organic produce, despite having the largest organic farmland.		
	To what extent, do you think that COVID pandemic and health-related concerns will		
	change the consumer behaviour towards organic food products? Using demographic		
	and psychographic variables, prepare the profile of target customers who could be		
	targeted for organic food products. Also, briefly suggest the promotional methods you		
	would use to attract potential customers.		
	OR	15	CO4
	A technology company appointed you as Marketing Manager for "Online BBA and	10	
	MBA programs" about to be launched in Indian markets. Similar to Coursera and		
	Simplilearn, the educational technology (EduTech) platform will deliver online		
	courses. Suggest the brand name for the EduTech platform with justification and		
	specify the target markets. Design a suitable branding and promotional mix strategy		
	for the product.		
Q10	a) Shaadi.com has been wondering how it can bring back customers to its website.	15	CO4

This is especially because once the objective of the customer to find a match has been achieved, the customer has no reason to return. The advertising revenues of shaadi.com are linked to number of customers the site is able to attract and retain. What strategy should this website adopt?

b) You are a Digital Brand Manager for an online education platform, and you would like the approval of senior management for investment in YouTube advertising instead of traditional television advertising. You have fifteen minutes to present your argument to the board. Outline your justifications and action plan for YouTube advertising.