



School of Business

Roll No. \_\_\_\_\_

## University of Petroleum & Energy Studies

Kandoli Campus, Dehradun

End Semester Exam – May 2018

Programme Name: BBA(O&G)  
Subject: Marketing Management  
Subject code: Mkt 7001

Semester: II  
Maximum marks 100  
Duration: 3 Hours

---

**Note: All sections are compulsory.**

### Section – A (20 Marks)

**Attempt all questions. (Each question carries 2 marks)**

**Qs 1 The Culture of a Company is Conveyed thru**

- a) Rites
- b) Myths
- c) Rituals
- d) All of the Above

**Qs 2 A Speciality product is.....intensively distributed than a shopping product**

- a) More
- b) Equally
- c) Less
- d) All of the above

**Qs 3 The demand for a product is..... when the price cut causes revenue to increase**

- a) Income elastic
- b) Price elastic
- c) Cross elastic
- d) All of the above

**Q4. Contract awarded to the lowest bidder is known as.....**

- a) Negotiated contract
- b) Open bid
- c) Closed bid
- d) Open contract

**Q5 Carrying the line of one manufacturer is known as**

- a) Exclusive assortment
- b) Open bid
- c) Deep assortment
- d) Driveline

**Q 6 Image building objectives are common in.....type of Market structure**

- a) Competition
- b) Oligopoly
- c) Monopoly
- d) Monopsny

**Q7 When the market is run small number of firms that together control majority of market share is known as .....**

- a) Oligopsony
- b) Duopoly
- c) Monopoly
- d) Perfect competition

**Qs8 In Marketing ,.....is the focal point.**

- a) Profit
- b) Sales
- c) Customer
- d) All of the above

**Q9 The brand choice is heavenly influenced by reference group in which stage of PLC**

- a) Introduction
- b) Growth
- c) Maturity
- d) Decline

**Q 10 Adoption rate of the product is higher and faster**

- a) Greater utility
- b) Compatibility with society
- c) Lower price
- d) All of the above

**SECTION- B**  
**(20 Marks, 5 marks each)**

**Write Short Notes on the Following.**

*Attempt all questions (Approx 200 words)*

- Q1) Promotional Pricing**
- Q2) Wholesaling**
- Q3) Brand Equity**
- Q4) Integrated Marketing Communication**

**SECTION C**  
**(30 marks, 15 marks each)**

*Attempt any TWO questions*

- Q6) Kindly explain the role of Public Relations in Marketing Communications?**
- Q7) What is Brand? Explain the role of Branding in the success of the product.**
- Q8). What are the factors influencing Pricing decisions?**

**Section – D (30 Marks)**

*Please the study the following and answer the questions.(15 Marks each) (Answer in approx. 250 words)*

**LG Wishes to launch its Flat Screen TV in rural markets Punjab,Haryana,Maharashtra and Gujarat .Identify the Target groups in the rural areas of these states and also their location .**

**Qs1Evolve a Marketing Strategy for LG which will help the company initial headstart in the market.**

**As a Marketing Manager for a financial services company selling data,insurance products,stocks,and bank products you are interested in developing a distribution channel to enlarge your market.**

**Qs2 What role intermediaries play in your strategy besides enlarging the market reach?**

**OPTION 2**



School of Business

**University of Petroleum & Energy Studies**

Kandoli Campus, Dehradun

**End Semester Exam – May 2018**

**Programme Name: BBA(O&G)**  
**Subject: Marketing Management**  
**Subject code:**

**Semester: II**  
**Maximum marks 100**  
**Duration: 3 Hours**

---

**Note: All sections are compulsory.**

**Section – A (20 Marks)**

**Attempt all questions. (Each question carries 2 marks)**

**Qs 1 Which of the following is the Central to any definition of Marketing**

- a) Relationship
- b) Sales
- c) Profit
- d) Demand

**Qs 2 In addition to attracting new customers and creating transactions ,the goal of marketing is to.....**

- a) recognize
- b) educate
- c) retain
- d) entertain

**Qs 3 The Marketing objective for the maturity stage of the plc is.....**

- a) brand loyalty
- b) harvest
- c) deletion

**d) differentiation**

**Q4. A plc curve rises drastically then falls is a indication of a.....**

- a) fashion product**
- b) fad**
- c) high learning product**
- d) low learning product**

**Q5 The main benefit of branding to customers is .....**

- a) become efficient shoppers**
- b) have more product choices**
- c) like the new designs**
- d) get Confused**

**Q 6 An example of convenience product is .....**

- a) stereo equipment**
- b) motor cycle**
- c) petrol**
- d) bicycle**

**Q7 When the market is run small number of firms that together control majority of market share is known as .....**

- a) Oligopsony**
- b) Duopoly**
- c) Monopoly**
- d) Perfect competition**

**Qs8 In Marketing ,.....is the focal point.**

- e) Profit**
- f) Sales**
- g) Customer**
- h) All of the above**

**Q9 Broadly defined products include all of the following except.....**

- a) money & payments**
- b) ideas**
- c) persons**
- d) services**

**Q 10 Adoption rate of the product is higher and faster**

- a) Greater utility**
- b) Compatibility with society**
- c) Lower price**

**d) All of the above**

**SECTION- B**

**(20 Marks, 5 marks each)**

*Write Short Notes on the following:*

- Q1) Functions of Advertising**
- Q2) Extended Ps of Marketing mix**
- Q3) Direct marketing**
- Q4) Internal marketing**

**SECTION C**

**(30 marks, 15 marks each)**

*Attempt any TWO questions*

**Q1) What do you understand by Marketing Environment ?describe in detail how the elements of macro environment influence the marketing & overall decisions.**

**Q2) Discuss the need for market segmentation &also explain the merits & demerits of mass marketing**

**Q3) What is Integrated Marketing Communication? Discuss the various elements of Integrated marketing communication.**

**SECTION –D**

**(Two Questions each carry 15 marks = 30)**

**Qs 1. You are the Marketing Manager of a company . you have to design the marketing mix for the following products**

- a) Bath Soap**
- b) Tractor**

**Qs2 As a Consumer Behavior exercise please explain the steps involved in buying process of the following**

- a) Car**
- b) Hair Color for Women**