

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, December 2020

Course: Marketing Management	Semester: III
Program: BBA LM	Time 03 hrs.
Course Code:Mktg 2001	Max. Marks: 100

SECTION A

- 1. Each Question will carry 5 Marks**
- 2. Instruction: Complete the statement / Select the correct answer(s)**

S. No.	Question	CO
Q 1	The _____ hold that the consumers will favor products that are available & highly affordable. a)Product Concept b)Production Concept c)Marketing Concept d)Expansion Concept	CO1
Q2	The Term Marketing refers to _____. a)New product concepts & improvements b) Advertising & promotion activities c) A philosophy that stresses value & Satisfaction d)Planning sales Campaigns	CO1
Q3	The term Marketing Mix _____describes a)A Composite Analysis of all factors inside & outside of a firm. b) A series of Business decisions that aid in selling a product c) The relationship between firms marketing strength & weakness d)A blending of four strategic elements to satisfy specific target segments	CO1
Q4	The Strategic Marketing Planning Process begins with _____. a)The writing of the mission statement b)The establishment of Organisational Objectives c)The formulation of a Marketing Plan d)Hiring a senior Planner	CO2
Q5	Market expansion is achieved by _____. a)More effective use of distribution b)More effective use of advertising c) By cutting prices d)all Above are suitable tactics	CO1
Q6	Political Campaigns are generally examples of _____. a)Cause marketing b)Organisation marketing c)event marketing d)Person Marketing	CO2

SECTION B

- 1. Each question will carry 10 marks**
- 2. Instruction: Write short / brief notes**

Q 7	What do you understand by the term Marketing? Explain the core Concepts of Marketing	CO1
Q 8	What do you mean by marketing environment ? Describe the forces affecting the Marketing Environment	CO2
Q 9	What do you understand by Market Segmentation? What are variables used to segment the market for FMCG Goods?	CO2
Q 10	Discuss the various stages of New Product Development Process by taking the example of an electric car	CO2
Q 11	What are the factors determining the Channel decision for an Industrial Product?	CO3

Section C

- 1. Each Question carries 20 Marks.**
- 2. Instruction: Write long answer.**

Q12	Briefly discuss the Concept of Positioning .what is the Positioning of the Following Products a) Maruti Breeza b) Indigo Airlines c) Saffola Oil d) Kia Motors	CO3
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