

Name:

Enrolment

No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, January ,2021

Course: MBA

Program: MBA LSCM

Course Code: MKTG7001

Semester: I

Time 03 hrs.

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

What is triple bottom line audit?

CO1

- a) social , economic and environmental audit
- b) An audit of three major financial projects of a business
- c) an audit by the Physical Health of the employees
- d) An audit of the all Sporting resources of enterprise

Q2	<p>Mr. Yuvraj buys goods and services for use in the production of products that are sold and supplied to others. Mr. Lopez is involved in _____.</p> <ul style="list-style-type: none">a) Consumer buying behaviorb) Post-purchase dissonancec) Retail buyer behaviord) Business buyer behavior	CO1
Q3	<p>An industry is attractive for suppliers when the rivalry among existing competitors is:</p> <ul style="list-style-type: none">a) Moreb) Lowc) Highd) Less	CO1
Q4	<p>Tick the correct option:</p> <ul style="list-style-type: none">a) Primary research is cheap and does not involve the participation of researcherb) Primary research is expensive and involves the participation of researcherc) Both primary and secondary research is expensive and involves direct participation of researcher.d) Primary research is cheap and involves direct participation of researcher.	CO1
Q5	<p>The strategy of choosing one attribute to excel at to create competitive advantage is known as (the):</p> <ul style="list-style-type: none">a) Unique selling proposition.b) Under positioningc) Over positioning.d) Confused positioning.	CO1

Q6	Out of the steps followed in market research process, the second step involves translation of research objectives into: a) Information needs b) Business problem c) Research problem d) Research questions	CO1
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SECTION B

- 1. Each question will carry 10 marks**
- 2. Instruction: Write short / brief notes**
- 3. Answer any 5**

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Q 1	Highlight any three pricing strategies with the help of an example each.	CO2
Q2	Define marketing management in the twenty first century. State and explain the importance of marketing management in Indian economy?	CO2
Q3	How would you apply your knowledge of segmentation, targeting, and positioning (STP) for (i) airlines (ii) Soft drinks	CO3
Q4	Briefly discuss the concept of positioning. What is the positioning of i) Apple I phone ii) Indian railways iii) coca cola iv) Amul butter OR	CO3
Q5	(a) Discuss the various stages of a new product development process by taking the example of an electric car as a new product concept. (b) How can test marketing be helpful in launching new products?	CO3
	Today, Marketing Technology (Martech for short) presents a bewildering choice of software services for businesses looking to improve their management of digital media, experiences and supporting data. if your business and your agencies adopt the right blend of Martech it can help give an edge against competitors. How is Promotion as a Marketing mix impacted by Martech OR	CO 3
	“AI, data and insight driven Marketing is more successful in conversions” do you agree. Elucidate with examples.	CO 3

Q1	<p>SECTION C</p> <p>1. This question carries twenty marks.</p> <p>2. Instructor: write long notes</p> <p>You are marketing manager of a medium sized manufacturing company. The President has just made the following statement "The distribution activity is not a concern of the marketing department. The function of the marketing department is to sell the product ... let the rest of the company handle production and distribution." Do you agree? Why? Explain aspects of distribution and logistics and its applications.</p>	CO4