


Name:		 <b>UPES</b>
Enrolment No:		
<b>UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</b> <b>Online End Semester Examination, 2021</b>		
<b>Course: Marketing Management</b> <b>Course Code: MKTG2007</b> <b>Program: BBA (Analytics and Big Data)</b>		<b>Semester: II</b> <b>Time: 03 Hours</b> <b>Max. Marks: 100</b>
<b>SECTION A</b>		
1. Each question carries 5 Marks 2. Instruction: State whether True or False / Choose the correct answer.		
Sl. No.	Question	CO
Q.1.	_____ are defined as anything that can be offered to some one to satisfy a need or want.	CO1
Q.2.	_____ includes actors close to the company that affect its ability to serve its customers. (a) Microenvironment (b) Macroenvironment	CO1
Q.3.	_____ is a method of “dividing a market into smaller groupings of consumers or organizations in which each segment has a common characteristic such as needs or behavior.” (a) Market segmentation (b) Market targeting (c) Market positioning	CO2
Q.4.	In ____ stage of Product Life Cycle the sales of the product are at the peak. (a) introduction (b) growth (c) maturity (d) decline	CO2
Q.5.	The last step in international marketing is _____ (a) deciding how to enter the market (b) deciding on the marketing organization (c) deciding on the marketing program	CO3
Q.6.	A _____ system is the particular set of interdependent organizations involved in the process of making a product or service available for use or consumption. (a) product (b) marketing channel (c) price	CO4

## SECTION B

**1. Each question carries 10 marks.**

**2. Instruction: Write short / brief notes.**

Q.1.	Define the following terms: (a) marketing. (b) needs (c) value (d) satisfaction	CO1
Q.2.	Summarize the bases for segmenting consumer markets. Or Discuss the characteristics of stages of Product Life Cycle and the related marketing strategies.	CO2
Q.3.	Summarize the model of Buyer Behaviour. Or Summarize the New Product Development Process.	CO3
Q.4.	Discuss the product classification on the basis of durability and tangibility.	CO3
Q.5.	Discuss the Channel Member functions. Or Discuss the characteristics of advertising, sales promotion, public relations and publicity.	CO4

## Section C

**1. This section carries 20 Marks.**

**2. Instruction: Write long answers.**

Q.1.	(a) When consumers buy a new notebook computer: (i) What sort of information search would they conduct? (5) (ii) If you were the marketing manager of Sony, how would you use this information? (5)  (b) L.L. Bean guarantees that its products will last forever. (i) What features of a pair of pants from L.L Bean would be part of the actual product? (5) (ii) Which would be part of the associated services? (5)	CO4
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