UPES
End Semester Examination, December 2023

Course: Marketing Management | Semester: I
Program: BBA-LLB | Time : 03 hrs.
Course Code: MKTG1004 | Max. Marks: 100

Instructions:

SECTION A
(5Qx2M=10Marks)

S. No.		Marks	CO
Q 1	Define the concept SWOT analysis?	02	CO1
Q 2	Define the Term "Market"?	02	CO1
Q 3	Describe the term "Baby Boomer in the age structure"?	02	CO1
Q 4	Compare the term Culture and Subculture?	02	CO1
Q 5	Define Niche marketing?	02	CO1

SECTION B
(4Qx5M= 20 Marks)

Q 1	Discuss the role of Marketing Communication?	05	CO2
Q 2	Discuss the role of Packaging and Labelling in the Marketing strategy of the firm?	05	CO2
Q 3	Discuss the role of Rural Marketing and Green Marketing in emerging trends?	05	CO2
Q 4	Discuss the different Positioning strategies of the firm?	05	CO2

SECTION-C
(2Qx10M=20 Marks)

Q 1	Define the term Customer Value? Discuss different types of Customer Value?	10	CO3
Q 2	Define the term Micro Environment? Discuss the elements of Micro Environment?	10	CO3

SECTION-D
(2Qx25M=50 Marks)

Q1	Case Study : Urban Brews is a well-established coffee chain with multiple locations in a major city. The company is now contemplating expanding its operations into neighboring areas and potentially into nearby towns and suburbs. To do this, they want to employ geographic segmentation to identify the most promising regions for expansion. Case Study Questions:	25 (Total)	
	1.Outline the geographic areas should Urban Brews prioritize for its expansion strategy, and why?	9 Marks	CO4
	2.Discuss the steps Urban Brews can use to adapt its marketing and product offerings based on the geographic segmentation analysis?	8 Marks	
	3.Identify the potential challenges might Urban Brews face in expanding to different geographic areas, and how can the company mitigate these challenges?	8 Marks	
Q 2	Case Study: TechHaven is a well-established electronics retailer that sells a wide range of products, including smartphones, laptops, audio devices, and home appliances. The management of TechHaven is interested in gaining insights into the customer buying decision process to improve their marketing strategies, product offerings, and customer service. Case Study Questions:	25 (Total)	
	1.Discuss the key stages in the customer buying decision process for electronics at TechHaven?	9 Marks	CO4
	2.Identify the factors influence customers' purchasing decisions at TechHaven, and how do these factors vary across product categories?	8 Marks	
	3.Illustrate the steps TechHaven can use in customer buying decision process to enhance its marketing, product selection, and customer service?	8 Marks	