UPES

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May' 2018

Program: Integrated BBA LLB CORPORATE LAW
Semester : IV
Subject (Course): Marketing Management

Max. Marks   : 100
Course Code   : MKTC2001   **Duration   : 3 Hrs**
No. of page/s: 2

Section A
Choose the correct alternative
Each question carries 2 marks

1. Differentiation is done typically to the ---------
   a. Company b. product c. Customer d. vendor

2. When marketing is done specifically for interiors of the Nation, it is called -------- marketing
   a. Interior b. Social C. Rural   d. Make over

3. Segmentation of the ----------- is done to identify the target group.
   a. Consumers b. market c. services d. organizations

4. Successful brands need to become ------------ for the companies.
   a. Assets b. liability c. capital d. financier

5. Brands that enhance self esteem are known as------------- brands.
   a. Consumer b. Financial c. Experiential d. Image

6. MRTP Act has been renamed as -----------------------------------
   a. Trademark Act b. Copyright Act c. Design Act d. consumer Protection Act

7. Logo gives the brand a proper ----------------
   a. Look b. Identity c. Asset d. segment

8. Blue Ocean Strategy gives the advantage of ------------ market
   a. Lone b. Service c. Niche d. financial

9. The base of the Consumer Buyer Behavior Pyramid is -------------
   a. Culture b. Demography c. motivation d. Cost

10. Media Strategy of any Advertising campaign is given by ------------- team.

    a. Buying b. Creative c. Planning d. Production

Section B
Attempt any 4 questions
Each question carries 5 marks

1. Write about any 3 laws affecting advertising in brief.
2. Why is positioning so important? What are the important points that help develop positioning
3. Define segmentation and its benefits.
4. What is an advertising objective. Write a brief advertising objective for FIAMA Di Willis
5. Distinguish Primary data from Secondary data. Enumerate and discuss briefly the major sources of secondary data available for the marketers.

Section C

Attempt all questions
Each question carries 10 marks

1. Why is rural marketing important to India. Explain it with a successful example.
2. Short note on your understanding of 'BRAND'. Also mention what are the characteristics of a strong brand.
3. Explain the Consumer Buyer Behavior Pyramid.

Section D
30 marks

The brand AMUL integrates urban and rural India. Explain.