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## UNIVERSITY OF PETROLEUM AND ENERGY STUDIES, DEHRADUN

End Semester Examination – May, 2017

Program/course: BBA (E-COM)

Subject: Marketing Management

Code : BBCM-151

No. of page/s: 4

Semester – II

Max. Marks : 100

Duration : 3 Hrs

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### Section A (20 Marks)

**Q1. Answer all questions. (4x2.5=10)**

1. Define marketing mix
2. What do you mean by customer lifetime value?
3. What is targeting?
4. What is positioning?

**Q2. Differentiate between the following: (5x2= 10)**

- a) Products and services.
- b) Sales promotion and publicity.

### Section-B (20 Marks)

**Q3.** What do you understand by Integrated Marketing communication? Explain in detail that how a company can be benefited by integrating all of their communication channels? (10)

**Q4.** What do you understand by promotion mix? Explain in detail the various components of promotion mix? (10)

### Section-C (30 Marks)

**Q5.** What do you understand by direct marketing? Explain in detail the various methods of direct marketing? (10)

**Q6.** Explain in detail the consumer buying behavior process with suitable examples? (10)

**Q7.** Explain with examples that how Boston Consulting Group's Growth-Share Matrix can be used by a company? (10)

**Section-D (30Marks)**

**Q8.** Explain in detail the 7Ps of Services Marketing. **(15)**

**Q 9.** Explain in detail the Industrial buying process, with suitable examples. **(15)**

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