

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
Online End Semester Examination – Jan, 2021

Course: Marketing Management
Program: BBA LLB
Course Code: MKTG 2001

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	COs
Q1	Which of the following is not a part of 'Product' in the 4Ps of Marketing a.) Packaging b.) Design c.) Variety d.) Transport	CO1
Q2	Which of the following is correct sequence for relationship marketing? a.) Suspect, prospect, first time customer, repeat customer, member, client, advocate, partner b.) Suspect, prospect, first time customer, repeat customer, client, advocate, member, partner c.) Suspect, prospect, first time customer, repeat customer, client, member, advocate partner d.) Suspect, prospect, first time customer, repeat customer, client, member, partner, advocate	CO1
Q3	Customer value is _____	CO1
Q4	Backward integration means _____	CO1
Q5	Concentric diversification is _____	CO1
Q6	Niche market means _____	CO1
SECTION B		
1. Each question will carry 10 marks 2. Instruction: Write short/brief notes		
Q7	Discuss the points a company must consider while selecting final price.	CO2
Q8	What is a brand? What factors contribute to brand equity?	CO2

Q9	Briefly explain the functions of distribution channels.	CO3
Q10	Explain the importance of market research. Illustrate some necessary steps for market research.	CO3
Q11	Explain different types of sales promotion schemes.	CO3
	SECTION C 1. Each Question carries 20 Marks 2. Instruction Write long answer.	
Q12	<p>Explain the significance of Macro economic factors on success of a firm with close reference to cases and examples you have studied in class.</p> <p style="text-align: center;">OR</p> <p>Analyze ethical issues in marketing with reference to cases and examples you have discussed in class.</p>	CO4