

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online Examination, May 2021

Course: Principles of Marketing
Program: B. Com (H, BMI & TAX)
Course code: MKTG 2027

Semester: IV
Time: 03 Hours
Max. Marks: 100

SECTION A – 30 Marks

1. Each Question will carry 5 Marks

2. Instruction: Complete the statement / Select the correct answer(s)

| | | Marks | CO |
|-----|--|--------------|-----------|
| Q 1 | The 5 product levels are _____ benefit, _____, _____, _____, _____. | 5 | 2 |
| Q 2 | In product classification, seat 34 on Spicejet SG 2770 is an example of _____. | 5 | 2 |
| Q 3 | If the Variable Cost is Rs. 25; Fixed Cost is Rs. 6, 00,000/-; Expected Unit sales is 30,000; Investment is Rs. 15, 00,000. Find out the price to have a markup of 25% on sales. | 5 | 2 |
| Q 4 | The elements of brand equity are: _____, _____, _____, _____. | 5 | 2 |
| Q 5 | Provide an example of rebates in sales promotion. | 5 | 3 |
| Q 6 | A woman enters a contest to win a new lip gloss from a beauty company by shooting a video review detailing how much she loves one of their lipsticks. This is an example of i. Ascend ii. Advocate iii. Excite iv. Promote | 5 | 3 |

SECTION B – 50 Marks

1. Each question will carry 10 marks

2. Instruction: Write short / brief notes

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|------|---|----|---|
| Q 7 | Explain the concept of product mix with respect to a fashion / readymade garments company. | 10 | 2 |
| Q 8 | How will IGI Airport, New Delhi adopt the service quality dimensions especially during present Covid19 situation? | 10 | 2 |
| Q 9 | Provide any 5 examples of pricing strategies. | 10 | 2 |
| Q 10 | Explain the difference between the B2C and B2B channels of distribution with examples. | 10 | 3 |
| Q 11 | Explain with examples, the concept of 'appeals' in advertising. | 10 | 3 |

SECTION C – 20 Marks

Instruction: Provide suitable examples to substantiate your answer.

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|------|--|----|---|
| Q 12 | 'Wellness is Us' is a company that is providing wellness solutions for people during such times of Covid19. They want to use the 6 elements of marketing communication to promote their offers. Assume their multiple offers and create their strategy for each of the 6 promotional elements. | 20 | 3 |
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