




Name: Enrolment No:			
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, May 2022			
Course: Marketing Management Program: BBA- EPRCC, BA- D & MM, BA- J & MC (All) (All) Course Code: MKTG 1004	Semester: II Time: 03 Hours Max. Marks: 100		

SECTION A 10Qx2M=20Marks			
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Q1 (i)	The narrowly defined groups of customers who are searching for personalized and unique products and willing to pay even premium prices are known as: a) Affluent Segment b) Micro Segment c) Niche Segment d) Value Seekers	2	CO1
(ii)	In the purchase of _____ goods, customer compares available alternatives based on suitability, quality, price and style. a) Unsought b) Specialty c) Convenience d) Shopping	2	CO1
(iii)	When the company has its goods sold in as many retail outlets as possible, the distribution is called as: a) Selective b) Exclusive c) Open d) Intensive	2	CO1
(iv)	In the product level, _____ level refers to the inclusion of additional features, benefits, or related services that serve to differentiate the product from its competitors. a) Expected product b) Augmented product c) Potential product d) Basic product	2	CO1
(v)	_____ is a group of consumers who avoid change and may not be willing to adopt a new product until all traditional alternatives are no longer available. a) Conservative b) Dawdlers c) Laggards d) Late Majority	2	CO1
(vi)	Which of the following is TRUE? a) Information search comes before decision, but after need identification. b) Need identification comes after information search, but before decision. c) Need identification comes after decision, but before purchase. d) Evaluation of alternatives comes after Need identification, but before purchase.	2	CO1

(vii)	Rajeev Kapoor is a chef in a new downtown restaurant. He has sent out press release to the major local media and has invited food critics to dine in his restaurant. Rajeev is engaging in: a) Public Relation b) Personal Selling c) Sales Promotion d) Advertising	2	CO1
(viii)	Marketing Myopia is a situation when a company has a _____ marketing approach. a) Narrow-minded b) Highly Competitive c) Progressive d) Poor customer-centric	2	CO1
(ix)	USP stands for: a) Universal Selling Point b) Unique Sale Parity c) Unique Selling Proposition d) Undifferentiated Strategic Product	2	CO1
(x)	Marketers use a number of definitions of household income in their segmentation and targeting activities. What does disposable income refer to? a) The income that individuals have available to spend after taxation. b) Income before the deduction of taxes. c) Total gross income. d) Income less child benefit receipts.	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q2	“Understanding consumer behaviour is the prerequisite for framing effective marketing strategies.” Explain.	5	CO2
Q3	A majority of the new products fail in the market. What are the underlining reasons for the failure of new products?	5	CO2
Q4	Briefly describe the various factors that should be taken into consideration while setting the price of the product.	5	CO2
Q5	What could be the possible disadvantages of the regular sales promotion campaigns of the brand? Explain with the help of suitable examples.	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q6	With the help of a well-labeled diagram, discuss the stages of Product Life cycle. Analyze the various marketing mix strategies to manage different stages of product in PLC. Give suitable examples.	10	CO3

Q7	<p>Analyze the various competitive strategies deployed by firms of Aviation and E-Commerce Industry to defend their market position and gain a competitive advantage. Give suitable examples to justify your arguments.</p> <p style="text-align: center;">OR</p> <p>A mobile phone manufacturer wishes to add Smartphones and Tablets along with other wearable devices such as Smartwatches and Smart Fitness Bands. The market, which is highly competitive, is also witnessing exponential growth. What will be your objectives in pricing new products? What pricing and promotional strategies and tactics will you adopt to penetrate the Indian Urban market, especially in Tier 1 and Tier 2 cities?</p>	10	CO3
Q8	<p>Analyze the competitive, political, economic, social, and technological changes taking place in an industry of your choice that will affect the demand for the products/services produced by the industry.</p>	10	CO3
<p>SECTION-D 2Qx15M= 30 Marks</p>			
Q9	<p>Assume you are marketing a liquid that removes creosote (and the danger of the fire) from chimneys in home fireplaces. Briefly describe the roles you would assign to advertising, personal selling, sales promotion, and direct marketing in your promotional campaign.</p> <p style="text-align: center;">OR</p> <p>A multinational FMCG company appointed you as Marketing Manager for a new range of “Chewing Gum” about to be launched in Indian markets. Chewing gum will be available nationwide in orange, mint and strawberry flavor. Suggest your own brand name with justification and specify the target markets. Design a suitable branding and promotional mix strategy for the product.</p>	15	CO4
Q10	<p>a) You are a Digital Brand Manager for a company marketing fashion accessories, and you would like the approval of senior management for investment in Instagram influencer advertising instead of traditional television advertising. You have fifteen minutes to present your argument to the board. Outline your justifications and action plan for Instagram influencer advertising.</p>	15	CO4

	<p>b) The Indian electric vehicle market was valued at USD 1,434.04 billion in 2021, and it is expected to reach USD 15,397.19 billion by 2027, registering a CAGR of 47.09% during the forecast period (2022-2027). Tata Motors is India's largest Electric Vehicle Manufacturer in India. Realizing the potential of Electric vehicles in the Indian market, Elon Mask is interested to enter into the Indian EV market with Tesla. As a marketing professional, you are supposed to suggest to him the Segmentation, Targeting, and Positioning Strategy for the Indian market.</p>		
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