

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Marketing Management
Programme: BBA LM
Time: 03 hrs.Max. Marks: 100
Instructions:

Semester: III
CC: MKTG2001

SECTION A (ATTEMPT ALL QUESTIONS)

S. No.		20 Marks	CO 1
Q1	Gap model was given by Philip Kotler.		
Q2	Vacuum cleaner is sold by 5 level channel.		
Q3	Publicity is paid.		
Q4	Copy writing is a part of creative work.		
Q5	Slogan and punchline are the same thing.		
Q6	Oil & Gas does not require marketing.		
Q7	Brand is a continuous delivery of promise.		
Q8	Number 9 has the maximum impact on consumers mind.		
Q9	Positioning does not create imagery.		
Q10	The seller Psychology manipulates the marketing mix.		

Section – B (4x5 = 20 Marks)

Note - Attempt any 4 questions. Each question is of 5 marks.

Q11	Explain the concept of STP briefly.	5	CO 2, CO 3
Q12	What is 'Extended marketing mix' in the 'Services Marketing'.	5	CO 1, CO 2
Q13	Brand Equity is a combination of certain brand attributes. Explain those.	5	CO 2
Q14	Marketing Myopia should be taken care of by the companies, so that they don't lose the focus on consumers. Explain	5	CO 3, CO 4

Q15	Explain the concept of 'Zone of Tolerance' with relation to 'Services'	5	CO 2
<u>Section – C (2x15 = 30 Marks)</u>			
Note - Attempt any two questions. Each question carries 15 marks			
Q 16	What do you mean by Logistics? What role does it plays in marketing	15	CO1 CO2 CO3
Q17	What are the issues involved in selecting a channel of distribution. Elaborate	15	CO1 CO2 CO3
Q18	What do you mean by PLC? Explain	15	CO1 CO2
SECTION-D (30 MARKS)			
Q19	A mobile phone of a particular company is available at its 'exclusive store', is available at a normal mobile shop (which has different mobile brands), is available at E-Sites. With availability at so many points, one feels that it brings a conflict in channel. Do you agree with this? Justify your reasoning in both the cases of your AGREE/DISAGREE	30	CO1 CO2 CO3 CO4