

SET 1**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES****End Semester Examination, July 2020****Course:Marketing Management****Program:BBA Core (Mktg)****Course code:Mktg 2001****Instructions: Please read the questions and answer carefully****Semester:II****Time: 3 hours****Maximum Marks:50****SECTION A****Short answers –Please answer all the questions (4x5=20)****Marks****CO****Q 1**

a) Define Marketing? Discuss the Scope of marketing and Importance.

4**CO1**

b) Define Targeting? State the relevance of Targeting

4**CO1**

c) Explain the concept of Brand re-positioning

4**CO2**

d) Analyse the various methods on pricing a product.

4**CO2**

e) Compare & contrast between branding & packaging

4**CO2****20****CO2****SECTION B****Q 2****Short Notes (Answer all the questions 4x5=20)**

a) How business & marketing is changing in India ? Discuss

5**CO2**

b) Please discuss some fundamental Marketing Concept with examples.

5**CO3**

c) Why Segmentation is needed & its importance

5**CO3**

d) What are the various stages of New Product Development ?

5**CO4****20****SECTION C****Q 3****Answer all Questions (3x10=30)**

a) Explain the need to study buyer behavior & what influences consumer behaviors ?

10**CO2**

b)	Explain the concept of plc? What are the stages of Product Life Cycle?	10	CO3
c)	What are the various functions performed by marketing Channels ?	10	CO3
		30	
	SECTION D (30 marks) (Application Exercise) <i>Please the study the following and answer the TWO questions.(15 Marks each)</i>		
	<p><i>NIKE hit the ground running shoes in 1962.Founder Philip knight believed high tech shoes could be manufactured at Competitive prices if imported from abroad.Nikes’s commitment to designing innovative footwear for serious atheletes helped build a cult following among US Consumers.</i></p> <p><i>In addition to expanding Overseas ,Nike has successfully expanded its brand into many sports and atheletic categories including footwear,apparel,and Equipment. It also signed Top celebreties Maria Sharapova,Roger Federer,Ralph Nadal to push its line of tennis clothing and gear.</i></p> <p><i>Nike is also the biggest sponsor of atheletes in the world and has spent almost 3 billion\$ on endorsements between 2012 to 2017.While Nike’s atheletic endorsements help inspire and reach consumers,its most recent innovations in technology have resulted in more loyal and emotionally connected consumers.</i></p> <p><i>Like many companies Nike is trying to make its products more eco-friendly .However unlike other companies it does not promote it.It feels by promoting this it may distract from its Slick High Tech Image.Its Long term Strategy is focussed on running basketball ,football/soccer men’s training,women’s training and action sports.</i></p>		
Q1)	<i>1)What are the pros & cons and risks associated with Nike’s core Marketing Strategy?</i>	15	CO4
Q2)	<i>If you were Adidas how would you compete with Nike ?</i>	15	C05
		30	