

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – July, 2020

SET-2

Program: BBA-Am+DM
Subject/Course: Marketing Management
Course Code: MKTG 2001

Semester : II
Max. Marks: 100
Duration: 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

		Marks	COs
Q.1	Dose the Marketing Mix create a distinctive personality in the competitive market place & protect the company from the strongest competitor's? Justify for Answer through Live Examples	20	CO1/CO2
Q.2	As a result, of the free reign now available to entrepreneurs, Darwinism, which underscores natural selection and Survival of the fittest, become applicable to Indian Marketing? Considering the given facts, what in your views are the challenges to the Indian Industry and Business as a whole to operate in the present given scenario?	20	CO2/CO3
Q.3	Reference to the Case done during the session, 'Allegiant Airlines', Explain the revenue model and pricing strategy of Allegiant and comment on its effectiveness?	20	CO3/CO4
Q.4	Reference to the Case 'Britannia Industries – Maintaining Market Lead', critically analyze the growth drivers of the Indian Biscuit Industry and suggest a brand positioning 'bull's – eye' for Britannia?	20	CO3/CO4
Q.5	Reference to the Case, 'Eileen Fisher', How is Eileen Fisher brand story embedded in its product, stories, employees and marketing and advertisements? How strong is the brand story? what are the core	20	CO3/CO4

	brand association and meaning narratives associated with the brand?		
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ANSWERS