

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – July, 2020

Program: BBA (OG) & BBA (ABD)
Subject/Course: Marketing Management
Course Code: MKTG2001

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	Discuss the impact of the changing age structure of the population on consumer spending and buying behavior. Why is this trend important to marketers? Discuss with the help of examples.	20	CO 4
Q.2	Nowadays mostly the smartphones are used. Suppose you were advising Apple on new products - what benefits and values could smartphones offer teenagers that they are currently not receiving? How would these benefits and values differ for adults? Discuss.	20	CO 5
Q.3	Explain the types of markets. With the help of examples, discuss the buying decision process adopted in each market.	20	CO 1
Q.4	Discuss direct marketing channels and indirect marketing channels. Which marketing channel is suitable for the following products/Services: a. FMCG b. Telecommunication c. Courier Services	20	CO 3
Q.5	A majority of the new products fail in the market. What are the underlining reasons for the failure of new products? Explain by giving a suitable example.	20	CO 2

ANSWERS

