

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – July, 2020

Program: B. Com – BM&I, Hons. & Taxation
Subject/Course: Principles of Marketing
Course Code: MKTG 2027

Semester : IV
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.

	Answer ALL Questions. Grace marks will be provided to answers with pertinent example and creative thinking.	Marks	COs
Q.1	Matis Group of Companies is a multi-product company operating out of Mumbai. It has four product categories, hotels, stationary & paper, beverages and consumer durables. In an annual audit it was observed that its stationary & paper category was a problem child. Its market share was 4% in a market which was growing at 8% annually. The beverages have been doing well with a high market share and the industry is growing too. The hotel business is a mature and well established business unit. Somehow, the consumer durable sees low growth. What is the advice you will provide to the management on their business units?	20	CO 1
Q.2	‘Safe Home’ is a startup venture on home security systems. It offer is a mobile application with various options on closed circuit television cameras (indoors and outdoors). As a marketing consultant, evaluate the STP for the brand.	20	CO 2
Q.3	Bring out the stages of the product life cycle for an OTT (example Netflix, Hotstar, Prime Video, etc). As marketing consultant, what specific interventions will you undertake in each of the stage?	20	CO 3
Q.4	Explain digital disruption in times of Covid19.	20	CO 4
Q.5	‘We Care’ is an organization that is into providing various counseling services for college students on their mental health. You have been approached to undertake a market research on students’ perception of mental health and its importance. Outline your approach.	20	CO 5

ANSWERS