Name: Enrolment No:			

UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination – December, 2021

Course: Marketing Management
Program: MBA (IB)
Course Code: MKTG 7001

Semester: I
Time: 03 hrs.
Max. Marks:100

Instructions: Attempt all sections.

S.No.	Section A (Type the Answers in the test box)	10Qx2M=20Marks	COs

Q1	Which of the following is NOT a part of support activity given by Michael Porter
	    a. Operations
	    b. Procurement
	    c. Technology
	    d. Firm infrastructure
			CO1

Q2	Which of the following is correct sequence for relationship marketing?
	    a.) Suspect, prospect, first time customer, repeat customer, member, client, advocate, partner
	    b.) Suspect, prospect, first time customer, repeat customer, client, advocate, member, partner
	    c.) Suspect, prospect, first time customer, repeat customer, client, member, advocate partner
	    d.) Suspect, prospect, first time customer, repeat customer, client, member, partner, advocate
			CO1

Q3	Which of the following movement of SBU within BCG matrix quadrants is not possible directly?
	    a) Questions marks to Dogs
	    b) Stars to Cash Cows
	    c) Question marks to Cash Cows
	    d) Cash Cows to Dogs
			CO1

Q4	Psychic cost is
	    a.) Cost of procuring raw materials
	    b.) Time taken to buy a product
	    c.) Effort that goes into buying a product
	    d.) Post purchase level of stress
			CO1

Q5	Which of the following explains Rebate:
	    a.) Discount
	    b.) Lucky draw
	    c.) Money back offer
			CO1

	d.) Buy one get one free		

Q6	Which of the following is not a PLC type?
	    a.) Style
	    b.) Fashion
	    c.) Trend
	    d.) Fad
			CO1

Q7	Which of the following does not include growth strategy matrix?
	    a.) Market penetration
	    b.) Product development
	    c.) Diversification
	    d.) Horizontal integration
	    e.) Market development
			CO1

Q8	Product concept means:
	    a.) High quality high innovation
	    b.) High quality low price
	    c.) Low price low quality
	    d.) High quality low innovation
			CO1

Q9	Rapid skimming means
	    a.) High price low promotion
	    b.) Low price low promotion
	    c.) High price high promotion
	    d.) Low price high promotion
			CO1

Q10	Which of the following is not a type of distribution strategy?
	    a.) Selective distribution
	    b.) Exclusive distribution
	    c.) Matrix distribution
	    d.) Intensive distribution
			CO1

	Section B **(Scan and upload)**	4Qx5M=20Marks	
Q1	Explain the role of distribution channels.		CO2
Q2	Briefly explain the factors that influence consumer behavior.		CO2
Q3	Briefly explain the five M's of advertising.		CO2
Q4	Briefly explain the different market research approaches.		CO2
	Section C **(Scan and upload)**	3Qx10M=30Marks	
Q1	Explain the significance of macro environmental factors in marketing with reference to the case 'Google in China'.	10M	CO3
Q2	Analyze the STP of Raju Omlette with its competitors. Suggest future strategy options for Raju Omlette with close reference to marketing strategy theories. OR Explain how Amazon web services and cloud computing adds to the customer value.	10M	CO3
Q3	Explain the importance of logistics in marketing with close reference to the case 'Nokia India: Battery recall logistics'.	10M	CO3

		Section D (Scan and upload)	2Qx15=30Marks	
Q1		Discuss appropriate marketing strategies that Electric vehicles (EV) manufacturers may use for marketing of EVs.		CO4
Q2		Explain the consumer decision making journey in the digital age with examples. OR How does AI (artificial intelligence) impact marketing? Analyze with examples of some of the AI tools that you would have used (e.g. chatbots) to interact with the firm.		CO4