

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination– December-2021(Suppl)

Program: BBA LLB (ITIL/BFIL)

Semester: III

Subject/Course: Marketing Management

Max. Marks: 100

Course Code: CLNL 2015

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.*

Q.No	Section A (Write the suitable choice)	Marks 2x5	COs
1.	Marketing is a process which aims at _____ A. Production B. Profit-making. C. The satisfaction of customer needs D. Selling products		1
2.	The key term in the American Marketing Association's definition of marketing is: A. Activity B. Sales C. Products D. Value		1

3.	<p>Today, marketing must be understood in a new sense that can be characterized as _____</p> <p>A. Get there first with the most.</p> <p>B. Management of youth demand.</p> <p>C. Satisfying customer needs.</p> <p>D. Telling and selling.</p>		2
4.	<p>Which of the following is not a type of Service encounters?</p> <p>A. Teleconferencing</p> <p>B. Boundary spanners interaction</p> <p>C. Face to face consultancy</p> <p>D. Check in Encounters</p>		2
5.	<p>Which of the following is not a Marketing-mix element:</p> <p>A. Distribution</p> <p>B. Product</p> <p>C. Target market</p> <p>D. Pricing</p>		1
	Section B	4x5	
6.	Explain the role and functions of marketing.	5	3
7.	Explain the concepts of “positioning” with one example.	5	3
8.	“Relationship with customers is an important technique to improve firm-performance” Justify.	5	3
9.	What are the stages in new product development?	5	3

	Section C	2x10	
10.	Explain the marketing strategies to be followed at different stage of Product Life Cycle (PLC).	10	3
11.	Why market segmentation is important for the companies? Discuss the different types of market segmentations. Or Discuss the various types of products with examples.	10	3
	Section D	2x25	
12	Explain the pricing strategies with suitable examples. Or Services Marketing is different than marketing of Manufacturing-based products. Explain.		4
13	Explain the consumer and industrial goods. Explain the difference between marketing of both types of goods.		4