

Name:
Enrolment No:



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

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

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

SECTION A

- 1. Each Question will carry 5 Marks**
2. Instruction: Complete the statement/Select the correct answer (s)

S.No.	Question	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	Latent demand means _____	CO1
Q5	Sweepstake means _____	CO1

Q6	QFD means _____	CO2
	SECTION B	
	1. Each question will carry 10 marks 2. Instruction: Write short/brief notes	
Q7	Explain concentric diversification with at least 2 examples.	CO2
Q8	Explain the role of distribution channels.	CO3
Q9	Briefly explain psychological factors that influence consumer behavior	CO3
Q10	Discuss unethical issues in advertising with at least five examples.	CO4
Q11	Briefly explain the different market research approaches.	CO4
	SECTION C	
	1. Each Question carries 20 Marks 2. Instruction Write long answer.	
Q12	<p>With reference to the case “<i>Wearing Artificial Intelligence</i>” explain how ‘Myntra’ was able to provide superior customer value and service through technological advancements. What skills future managers would require according to you with changing technologies?</p> <p style="text-align: center;">OR</p> <p>Analyze the STP of <i>Raju Omlette</i> with its competitors. Suggest future strategy options for <i>Raju Omlette</i> with close reference to marketing strategy theories.</p>	CO5