

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online End Sem Examination, May 2021**

**Programme Name: BTech CS- OSSOS**  
**Course Name : Marketing & Services in OSS**  
**Course Code : CSER4002P**  
**Nos. of page(s) : 02**

**Semester : VIII**  
**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.		Marks	CO
Q1	Select the Correct answer(s)  Parts of product marketing funnel concepts comprise of :  1. Attract 2. Convert 3. Optimize 4. Close	05	CO1
Q2	Select the Correct answer(s)  Segmentation is the approach of  1. Marketing Mix 2. Marketing Strategy 3. Marketing Environment 4. Marketing Plan	05	CO2
Q3	Select the Correct answer(s)  Software Quality Management challenges for IT and Application  1. Stakeholders and users are changing	05	CO3

	<ol style="list-style-type: none"> <li>2. Clash of industries</li> <li>3. Inter-company process management</li> <li>4. Emerging service risk</li> </ol>		
Q4	<p>Select the Correct answer(s)</p> <p>Parts of product marketing funnel concepts comprise of</p> <ol style="list-style-type: none"> <li>1. Attract</li> <li>2. Convert</li> <li>3. Optimize</li> <li>4. Close</li> </ol>	05	CO4
Q5	<p>Select the Correct answer(s)</p> <p>STP stands for</p> <ol style="list-style-type: none"> <li>1. Starting, Transportation, Promotion</li> <li>2. Segmentation, Targeting, Promoting</li> <li>3. Segmentation, Targeting, Positioning</li> <li>4. Selling, Telling, Providing</li> </ol>	05	CO1
Q6	List out the importance of Pre-Launch Survey.	05	CO2
<b>SECTION B</b>			
<b>1. Each question will carry 10 marks</b>			
Q7	‘Advertisement and Sales Promotions are inevitable in marketing’ -evaluate with example.	10	CO3
Q8	Develop a Marketing Information System for a Mobile phone marketing.	10	CO4
Q9	Design a Strategic Marketing Mix Components for an organized retail chain of outlets.	10	CO1
<b>OR</b>			
	‘Developing Customer Relationship and Retention is the required task for the Marketers ‘ - how banks can adopt strategies for said statement?’	10	CO1
Q10	Analyze the patentability of an LMS System.	10	CO2
Q11	<p>A popular Indian Brand wants to establish, retail chain hypermarket in all metro cities in the country. Before they establish, the company wants to know their success rate compare to other competitive brand.</p> <p>(i) Formulate a Market Feasibility Survey Plan including the Licensing segments.</p>	10	CO3

	(ii) Develop a feedback questionnaire to know the success rate of the competitive brand.		
<b>SECTION-C</b>			
<b>1. Each Question carries 20 Marks.</b> <b>2. Instruction: Write long answer.</b>			
Q12	Design a buyer behavior model for purchase of durable goods. Develop a sales promotion campaign for kid's apparel.	20	CO4
<b>OR</b>			
	Assume that You are a Consultant in Marketing. A deodorant product segmented for teenagers are to be launched through online marketing.  (i) Suggest online website marketing strategy. (ii) How the decision of celebrity and costing can be decided?	20	CO4