

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – June, 2021

Program: BBA-FT
Subject/Course: Marketing Management
Course Code: MKTG 2001

Semester: II
Max. Marks: 100
Duration: 3 Hours

SECTION A

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

Q.No		COs
1	<p>Dove, a health and beauty brand, has built its brand trust on quality perceptions and effectiveness along with a connection to:</p> <p>A. social media B. real beauty C. a product line D. community</p>	CO1
2	<p>Gillette spent \$35 million in advertising to introduce the Sensor razor to consumers. The main reason such expenditures are often made is to stimulate or increase desire for the product class, rather than for a specific brand, when there are no competitors with the same product, is because of:</p> <p>A. additional marketing research that is needed B. innovative sampling methods C. growing primary demand D. initial data gathering</p>	CO1
3	<p>Two students, Nick and Lee, were studying for an upcoming exam in their Introduction to Marketing course. While studying the chapter on Marketing Channels and Wholesalers, Nick made the following statement, "If it weren't for wholesalers and other intermediaries in the channel of distribution, the products we buy would cost a lot less!" After contemplating Nick's statement, Lee said, "Wait a minute. We learned in class that channel intermediaries actually make marketing more efficient by minimizing the number of transactions necessary to sell products." Lee's statement refers to:</p> <p>A. value created by channel intermediaries. B. channel intermediary development. C. price inflation by channel intermediaries. D. channel intermediary promotional efforts.</p>	CO1

4	<p>Retailing is an important marketing activity. Not only do producers and consumers meet through retailing actions, but retailing also creates..... and has a significant impact on the economy.</p> <p>A. the nation's largest source of tax revenues B. public service to charities C. harvesting possibilities D. customer value</p>	CO1
5	<p>The primary purpose of a competitive advertisement is to:</p> <p>A. promote a specific brand's features and benefits. B. tell people what a product is, what it can do, and where it can be found. C. show one brand's strengths relative to those of competitors. D. reinforce previous knowledge of a product.</p>	CO1
6	<p>Which of the following statements about the terms used for marketing intermediaries is true?</p> <p>A. The most precise terms used to describe marketing intermediaries are dealer and distributor. B. A retailer sells to business markets. C. An agent has no legal authority to act on behalf of a manufacturer. D. A middleman is any intermediary between manufacturer and end-user markets.</p>	CO1

SECTION B : Critical Thinking

1. Each question will carry 10 marks

2. Instruction: Read the Paragraph given Below and Answer the Associated Questions [Q8 to Q12]

	<p><u>Paragraph:</u></p> <p>Tiny Paws is a Canadian, eco-friendly, and sustainable pet clothing and accessories production. Tiny Paws is a small batch manufacturer from an immigrant woman and, also solo-entrepreneur Kamaljeet Kaur who is a Product Design and Specialist on Sustainable Fashion. She moved to Canada five years ago and came up with the idea of starting her own brand. Studying the market, competitors, suppliers, and consumer needs in BC, she contacted local suppliers to keep her production costs at the lowest level. At the same time she believes in community based businesses and sustainability is her major concern alongside profitability.</p> <p>Help Kamaljeet to provide following analysis:</p>	
7	What is the best marketing channel she can use to create market awareness?	C02
8	What could be her products competitive advantages? And Why?	CO2
9	Who will be the target market Kamaljeet needs to focus on? Justify Critically	CO3
10	Help her realize one major ethical issue she will be dealing with.? And How?	CO3

11	Her dilemma is online vs. in-person sales. Provide her with couple of reasons to make a rational decision.? Justify Critically	CO3
SECTION C 1. Each Question carries Equal Marks [Total 10x2 =20 Marks] 2. Instruction: Write Ans in 200 Words		
12	<p>A. May public sector organizations in industries like Civil Aviation, Banking, Broadcasting, Hospitality etc. have adopted the marketing concept only when the changing marketing environment forced them to do so? What are the factors that drive companies to adopt a marketing concept?</p> <p>B. Price and Differentiation Routes cannot Remain Exclusive. Justify the statement giving examples.</p>	CO4