

Name:
Enrolment No:



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

Course: Automotive Internet Marketing
Program: BBA AM
Course Code: MKTG 2018P

Semester: VI
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	How the advertisements of Automotive sector differ than other sectors.	CO1
Q2	Narrate the “Product” in the case of Automotive industry.	CO1
Q3	Explain Customer value.	CO1
Q4	What is Backward Integration._____?	CO1
Q5	Concentric diversification is.....	CO1
Q6	Niche market means.....	CO2
SECTION B		
1. Each question will carry 10 marks 2. Instruction: Write short/brief notes		
Q7	Discuss the points an Automotive company must consider while selecting final price.	CO2
Q8	What is a brand? What factors contribute to brand equity?	CO3
Q9	Briefly explain the functions of distribution channels with reference to Automotive industries.	CO3
Q10	Explain the importance of market research. Illustrate some necessary steps for launching a new Vehicle in the market.	CO4
Q11	Explain different types of sales promotion schemes for Automotive sector	CO4
SECTION C		
1. Each Question carries 20 Marks 2. Instruction Write long answer.		
Q12	Explain the significance of Promotion and Feedback analysis in Automotive sector. Provide examples to support your answer. OR	CO5

	How does an Automotive company utilize referential marketing strategies? Explain with relevant examples.	
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