

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2021

Course: Marketing Management / MKTG 7001
Programme: MBA-LSCM / AVM

Semester: I

Time: 3 Hrs.

Max. Marks: 100

Instructions: Mention your Name & Roll No on the Top of the QP.

SECTION A [TYPE THE CORRECT ANS IN THE BOX] : Choose / Fill the correct Ans [2x10=20 Marks]

Q	Attempt all of them:	Marks	CO
1	Marketing refers to: A. the production or provision of goods or services that will generate the highest return on investment. B. the strategies used in the advertising and promotion of goods and services. C. the process of identifying the greatest number of target markets for a good or service. D. an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.	2	CO1
2	All of the following are considered an organization's internal stakeholders except: A. Employees. B. Board Directors C. Advisors to the CEO D. Regulatory agencies	2	CO1
3	Lululemon is known for having a youthful, energetic, health-focused, and sustainable system of shared attitudes and behaviors held by the employees that distinguish it from other organizations. This is known as their: A. corporate philosophy B. benefits statement C. culture D. working environment	2	CO1
4	When a local coffee shop launches a new mobile version of their traditional website that can be found using a mobile phone, the coffee shop recognizes the importance of: A. mobile marketing B. easy-to-read font	2	CO1

	<p>C. user-generated content D. e-marketing</p>		
5	<p>A major difficulty in classifying products by type of user is that some products can be considered both consumer and industrial goods. To clarify decisions for developing the marketing mix strategy, classifying by the type of user focuses on the market and:</p> <p>A. market size. B. business mission. C. purchase behavior. D. generated revenue.</p>	2	CO1
6	<p>Convenience goods are:</p> <p>A. products purchased by organizations. B. products purchased for resale. C. products used in the production of other items for ultimate consumer use. D. products the consumer purchases frequently and with a minimum of shopping effort.</p>	2	CO1
7	<p>A new social media product comes onto the market. Which person's description below is most likely to adopt the product first?</p> <p>A. Jo: spends her time as a blogger for a local technology site B. Lindsey: a doctor, usually likes to wait until something is proven first, just like in medicine C. Brady: a lawyer, who is always skeptical of these things, hence why she is a lawyer! D. Matt: money is tight, as he is working contract-to-contract</p>	2	CO1
8	<p>When Telma got her drive-thru order at the fast-food restaurant, she thought the employee who took her money and gave her order was cold and unfriendly. Furthermore, the food was cold and gave her indigestion. Every time she has the opportunity, she says something derogatory about the restaurant because she does not distinguish the deliverer of the service (the employee who prepared her food and gave it to her) from the service (the fast-food restaurant). Telma is having a problem with which unique characteristic of services?</p> <p>A. intangibility B. perishability C. incongruity D. inseparability</p>	2	CO1
9	<p>Imagine you have some extra cash and would like to invest in something that will give you some extra money while you look for a job after graduation. If you invest \$177 in a black-pawed Zip (a cat) Beanie Baby, you should remember that its price is most closely tied to:</p> <p>A. supply and demand. B. the price at the same time last year because of seasonal factors.</p>	2	CO1

	C. the price a decade ago because of long-term trend factors. D. the relation of its changing price to gross domestic product.		
10	When Nestlé Canada launched Aero and Kit Kat Singles-a smaller serving of its chocolate bars that are 100 calories or less-to the Canadian market, they used traditional print media, a partnered contest, and an online promotion of "hero" characters of the chocolate bar brands, Kit and Bubbles. What marketing concept is Nestlé Canada practicing here? A. Integrated Marketing Communications (IMC) B. Advertising C. Sales Promotion D. Personal Selling	2	CO1
SECTION B [SCAN & UPLOAD]: Attempt 4 Questions [5x4 = 20 Marks]			
Q 1	Explain how businesses can seek benefits through mobile marketing. Bring an example to support your idea.	5	CO2
Q2	Explain how new product or service innovations add value to the firm. Refer to PLC to support your answer.	5	CO2
Q3	Bring an example and explain how firms can integrate ethics and corporate social responsibility into their marketing strategy.	5	CO2
Q4	How do segmentation, targeting, and positioning add value to a company's value proposition? Bring an example.	5	CO2
SECTION C [SCAN & UPLOAD]: Attempt 3 Questions [10x3 = 30 Marks]			
Q1	Provide three reasons why it is important for marketers to understand the factors that influence consumers' purchasing decisions.	10	CO3
Q2	Explain how studying environmental factors can help marketers to develop a better understanding of their target market.	10	CO3
Q3 A	Explain why branding is important to marketers? What value do customers derive from purchasing and using brand name products? Refer to value from the customers' perspective.	10	CO3
	OR		
Q3 B	Explain why branding is important to marketers? What value(s) do marketers need to focus on in order to justify the purchase of the product? Refer to value(s) marketers need to market for.		
SECTION D [SCAN & UPLOAD]: Attempt 2 Questions [15X2 = 30 Marks]			
Q1	Provide an example of a potentially ethically troubling practice by a foreign firm doing business in India. Explain the why their practice is unethical and what you can do to fix the problem.	15	CO4
Q2 A	Imagine that you designed a high-end line of clothing and accessories. Which factors should you consider when choosing retail partners? Why?	15	CO4
	OR		

Q2 B	Imagine that you designed a high-end line of clothing and accessories. What augmented image of the product will you focus on to accelerate the purchase decision? Why?		
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