



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2022

Course: Marketing Management

Program: BBA- EPRCC, BA- D & MM, BA- J & MC (All)

Course Code: MKTG 1004

Semester: II

Time: 03 Hours

Max. Marks: 100

SECTION A
10Qx2M=20Marks

S. N.		Marks	CO
Q 1 (i)	The _____ concept holds that consumers do not generally buy products. Therefore, marketers should focus on aggressive promotional efforts to attract customers. a) Product b) Selling c) Production d) Marketing	2	CO1
(ii)	Which is not a stage in the process of new product development: a) Idea refinement b) Idea screening c) Test marketing d) Concept development	2	CO1
(iii)	Which of the following consumer buying behaviour requires the least effort? a) Complex b) Habitual c) Variety-seeking d) Dissonance-reducing	2	CO1
(iv)	In psychographic segmentation, AIO stands for: a) Augment, Improve, Opinion b) Activities, Interests, Opinions c) Actions, Interests, Opinions d) Apparent, Inbound, Outbound	2	CO1
(v)	The unique image of the product in customer's mind is called: a) Brand Differentiation b) Positioning c) Product Mapping d) Brand Image	2	CO1
(vi)	Rolls Royce uses which of the following distribution formats: a) Intensive distribution b) Selective distribution c) Exclusive distribution d) Open distribution	2	CO1
(vii)	A _____ is when a company uses one of its established brand names on a new product or new product category a) Line Extension b) Line Family Branding c) Individual Branding d) Brand Extension	2	CO1

(viii)	If the aim of the promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of _____ in the promotional mix. a) Advertising b) Personal Selling c) Publicity d) Sales Promotion	2	CO1
(ix)	_____ pricing is when prices are adjusted continually to meet the characteristics and needs of the individual customer and situations. a) Psychological b) Two Part c) Dynamic d) Captive Product	2	CO1
(x)	Intermediaries typically perform all of the following functions, except: a) Breaking down bulk b) Making goods locally available c) Providing expert local market knowledge d) Creating direct communication from the customer to manufacturer	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q2	Why do some marketers feel that lifestyle segmentation is more appropriate than demographic segmentation in present scenario?	5	CO2
Q3	Discuss the various sources of generation of idea about new products. Which source do you consider the most effective & why?	5	CO2
Q4	Differentiate between Advertising and Sales Promotion.	5	CO2
Q5	We are living in the Age of Brands. The brand name is naturally became a major selling tool and one of the most important component of the 'total product personality'. Describe what a brand means and convey to the consumer thus bringing out a differentiation between branded and non-branded products/services?	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q6	Comment on the following statements: (a) Consumers buy brands not products. (b) Distribution channels and their functions are unnecessary in modern technology-driven business scenarios.	10	CO3

	<p>Simplilearn, the educational technology (EduTech) platform will deliver online courses. Suggest the brand name for the EduTech platform with justification and specify the target markets. Design a suitable branding and promotional mix strategy for the product.</p>		
Q10	<p>a) Shaadi.com has been wondering how it can bring back customers to its website. This is especially because once the objective of the customer to find a match has been achieved, the customer has no reason to return. The advertising revenues of shaadi.com are linked to number of customers the site is able to attract and retain. What strategy should this website adopt?</p> <p>b) You are a Digital Brand Manager for an online education platform, and you would like the approval of senior management for investment in YouTube advertising instead of traditional television advertising. You have fifteen minutes to present your argument to the board. Outline your justifications and action plan for YouTube advertising.</p>	15	CO4