

Name:  
Enrolment No:



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

**Course: Marketing Management**  
**Program: MBA (OG and PM)**  
**Course Code: MKTG 7001**

**Semester: I**  
**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	Demand for controversial products is classified as: a.) Unwholesome demand b.) Full demand c.) Latent demand d.) Irregular demand	CO1
Q2	Which of the following NOT a type of diversification? a.) Concentric diversification b.) Conglomerate diversification c.) Vertical diversification d.) Horizontal diversification	CO1
Q3	Which of the following explain personality concepts? a.) Self-concept, primary self-concept, ideal self-concept b.) Ideal concept, secondary self-concept, self-concept c.) Self-concept, others self-concept, ideal self-concept d.) Others self –concept, others ideal concept, Others secondary concept	CO1
Q4	Dimensions on which an SBU can be defined are _____	CO1
Q5	Probability sample types are _____	CO1
Q6	Example of Individual marketing can be _____	CO2
<b>SECTION B</b>		
<b>1. Each question will carry 10 marks</b> <b>2. Instruction: Write short/brief notes</b>		
Q7	Briefly explain the criteria for implementing intensive, selective and exclusive distribution strategies.	CO2
Q8	Explain different types of PLC graphs with examples.	CO3

Q9	Explain different product levels with examples.	CO3
Q10	Explain the five M's of advertising.	CO4
Q11	Explain the factors that contribute to Brand equity.	CO4
	<b>SECTION C</b> <b>1. Each Question carries 20 Marks</b> <b>2. Instruction Write long answer.</b>	
Q12	<p>Evaluate the re-branding and re-positioning strategies of some firms as environment friendly companies with reference to 'British Petroleum and corporate greenwash'.</p> <p style="text-align: center;">OR</p> <p>Do macro-economic factors impact marketing? Support your answer with reference to Google in China and additional examples.</p>	CO5