

Name:  
Enrolment No:



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

**Course: Marketing Management**  
**Program: BBA (FAS)**  
**Course Code: MKTG 2001**

**Semester: II**  
**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	Which of the following is NOT a part of primary activity given by Michael Porter a. Inbound logistics b. Procurement c. Marketing and sales d. Operations	CO1
Q2	Which of the following is correct sequence for relationship marketing? a.) Suspect, prospect, first time customer, repeat customer, member, client, advocate, partner b.) Suspect, prospect, first time customer, repeat customer, client, advocate, member, partner c.) Suspect, prospect, first time customer, repeat customer, client, member, advocate partner d.) Suspect, prospect, first time customer, repeat customer, client, member, partner, advocate	CO1
Q3	Which of the following is not a part of BCG matrix? a) Dogs b) Stars c) Moons d) Cows	CO1
Q4	Unwholesome demand means _____	CO1
Q5	AIDA means _____	CO1

Q6	QFD means _____	CO1
<b>SECTION B</b>		
<b>1. Each question will carry 10 marks</b> <b>2. Instruction: Write short/brief notes</b>		
Q7	Explain conglomerate diversification with at least 2 examples.	CO2
Q8	Explain the integrative growth strategy with examples.	CO2
Q9	Briefly explain the different product levels with example.	CO3
Q10	Briefly explain in your own words, different types of shoppers with examples.	CO3
Q11	Explain different types of sales promotion techniques with examples.	CO3
<b>SECTION C</b>		
<b>1. Each Question carries 20 Marks</b> <b>2. Instruction Write long answer.</b>		
Q12	<p>Suggest marketing strategies for marketing of EVs in Indian market. Analyze why so far companies like Mahindra have not been successful in making their EV brands successful in India.</p> <p style="text-align: center;">OR</p> <p>Discuss how artificial intelligence may change the face of marketing in future. Support your answer with examples like ‘Myntra’ who are able to provide superior customer value and service through technological advancements. What skills future managers would require according to you with changing technologies?</p>	CO4