

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination, December 2021**

**Course: Marketing Management**  
**Program: BBA LLB**  
**Hours Course Code: MKTG1004**

**Semester: 1**  
**Duration: 3**  
**Max. Marks: 100**

**IMPORTANT INSTRUCTIONS**

*1. The student must write his/her name and enrolment no. in the space designated above.*

<b>Q.No</b>	<b>Section A</b>	<b>Marks</b>	<b>COs</b>
	<b>1. Each Question will carry 2 marks</b>		
1	Define Market and Marketing.	2	1
2	Define Shopping Goods using examples.	2	1
3	Define Promotion with examples.	2	1
4	The First step in process of developing new-product must be A. Idea generation B. Idea Screening C. Concept Development and Testing D. Business Analysis	2	1

5	<p>Why do marketer's use market segmentation?</p> <p>A. Very costly to target all groups</p> <p>B. Must find the group of consumers who you have a clear competitive advantage</p> <p>C. None of the above</p> <p>D. Both A and B</p>	2	1
<p><b>SECTION B</b></p> <p><b>1. Each Question will carry 5 marks each</b></p> <p><b>2. Write short / brief notes</b></p>			
6	Explain with examples Business / Industrial goods.	5	2
7	Explain the Objectives of Marketing.	5	2
8	Differentiate between Sales and Marketing.	5	2
9	Define Motivation using examples.	5	2
<p><b>SECTION C</b></p> <p><b>1. Each Question will carry 10 marks each</b></p>			
10	Explain Consumer behaviour and the factors to consider using examples.	10	4
11	Define briefly PDCA cycle with the help of examples.	10	4
<p><b>SECTION D</b></p> <p><b>1. Each Question carries 25 marks</b></p> <p><b>2. Instruction : Write Long Answer</b></p>			

<p>12</p>	<p>Read the case given below and answer any one of the questions given at the end of the case.</p> <p>Launching New Soup :</p> <p>A food company wants to develop a new soup to enter the healthy soup market. The new soup will consist of vegetables, proteins and fiber and will be positioned as a complete meal ". The company has to compete against established soup players in the market.</p> <p>You are the head of the new Marketing department and the president of the company wants that the launch be successful.</p> <p>Question:</p> <p>1) You have been asked to think about the Brand Name ( considering relevant factors ) and the suggestion for New Product Development as Soup is the new Product line of the company.</p> <p>OR</p> <p>Considering the given case, Explain the factors of Marketing Mix you should be considering before suggesting to the top management for the successful launch of the product.</p>	<p>25</p>	<p>5</p>
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<p>13</p>	<p><b>SNOOZY INN MOTEL.....</b></p> <p>The Snoozy Inn is a 40-unit, no-frills operation in the less scenic part of a major Queensland resort town. The owner, Mr. Smith, firmly believes that there is a need for his style of low-cost family accommodation amid the luxury and beauty of the area. His rooms are large, family-style rooms (there is no television, for example). Although there is plenty of room for future expansion, the grounds are fairly bare with a bit of landscaping, but mostly grass.</p> <p>Mr. Smith can serve breakfast to the rooms and provides tea-making facilities. There are now a lot of good restaurants and take-aways in the area. Mr. Smith's prices are less than half of what similar motels charge and only a fraction of what the big five-star properties are charging. And, really, he isn't all that far away from the beach, shops and other attractions.</p> <p>The problem is occupancy. He has some regulars who come every holiday period (and have been doing so for the four years he has owned the property). Overall, occupancy is about 50% year round and he knows from the local tourist office that the other properties average around 68% occupancy year round. New developments could mean trouble. This lack of occupancy can be quite frustrating for Mr. Smith. Cars pull in, drive around the parking areas, and then drive away.</p> <p>Currently, Mr. Smith does very little advertising in local district guides and the holiday papers, mainly because he really thinks word-of-mouth is the best form of advertising. He is a member of the local tourist committee, but too busy to go to meetings. However, he does receive the local statistics and knows the average stay in the area is 3.8 nights, and that local families and couples and increasingly overseas visitors are his potential customers.</p> <p>He's not desperate yet, but he's getting worried and disillusioned. He thought he would be overrun with guests, but that hasn't happened.</p> <p>Prepare S.W.O.T analysis for the above mentioned  <b>OR</b>  Suggest relevant marketing techniques in details that can be used by Mr. Smith to increase the occupancy and establish a strong brand name in the Market.</p>	<p>25</p>	<p>5</p>
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## **ANSWERS**