



Roll No.

**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**SET B**

**MID TERM EXAMINATION**

**Even Semester:** 2018-19

**Date:** 02 April 2019

**Course Code:** MKT 102

**Time:** 2 Hours

**Course Name:** Marketing Management II

**Max Marks:** 40

**Program & Sem:** MBA & II Sem

**Weightage:** 20%

**Instructions:**

- (i) Write legibly
- (ii) Draw diagrams for required questions

**Part A**

Answer **all** the Questions. **Each** question carries **three** marks.

(4Qx3M=12)

1. SWOT Analysis is an integral part of a Market Plan, Explain with an example.
2. Explain the constituents of a market Plan.
3. Explain Ansoff's Matrix with one example of each strategy as per the matrix.
4. What is the role of a Gatekeeper and Influencer in B2B Buying?

**Part B**

Answer **all** the Questions. **Each** question carries **four** marks.

(3Qx4M=12)

5. Business Market is more concentrated as compared to Consumer market, explain this with examples. Also elaborate other points of difference between Business Market and Consumer Market.
6. The "People" is one of the most important pillars of service marketing, explain this statement with example of the following:
  - Teaching
  - Hospital
  - Salon
  - Hotel
7. Patanjali Ayurveda has to perform a competitor's analysis. Explain the various types of analysis it can perform by giving suitable examples.

## Part C

Answer **both** the Question. Question carries **eight** marks.

(2Qx8M=16)

8. The following are the business clients from which you are generating revenue as follows.

CLIENT	REVENUE/ANNUM
Akhila Enterprises	Rs.1000000
Pratika Enterprises	Rs. 5000000
Bhaskar Enterprises	Rs.50000000
Sanjay & Sons	Rs.100000
Gupta & Sons	Rs. 5500000

- Explain the most important and least important customer as per the above data.
  - Explain the various stages of KAM.
9. Explain the Competitive advantage of Matrimony.com as per the following. Also discuss how they can reach to most of the Indian Markets.

Matrimony.com, whose flagship brand is BharatMatrimony.com, one of the leading players in India's online matrimony space, recently launched 'Matrimony Mandaps', an online platform for members seeking a marriage hall can view, select and book a marriage hall. The service has been currently launched in Tamil Nadu, but the company has plans of expansion to other parts of the country.

This aims to be the the best wedding venue discovery platform to find best 'Mandaps' and 'Banquet halls' in Tamil Nadu. With this service, the company has tied up with close to 900 venues across the cities Chennai, Madurai, Coimbatore and Trichy. Speaking to 'CXOToday', Murugavel Janakiraman, Founder and CEO, Matrimony.com, said, " This is an organized, validated and comprehensive information on 60 features of mandaps with 360 degree videos and best deals, backed by Matrimony.com." This is part of Matrimony.com's foray into the over \$60 billion wedding services market.

"Today, anyone's who's looking to book a mandap faces the challenge of sifting through the web to discover one that matches, there's no validation of the information one gets and they don't get good deals. MatrimonyMandaps manages all of this giving the user organized and validated information with pictures and cool deals they can't get from anywhere else," he said. According to the company, it also helps users get the best price and service by leveraging the relationship built with the vendors. The service includes a relationship manager who will reach out to customers to understand their needs and recommend suitable wedding venues. Matrimony.com has detailed information of more than 500 wedding venues which include marriage and banquet halls across Tamil Nadu. Detailed information of facilities on the wedding venue as well as high quality photographs are given online to help customers choose the perfect venue for the wedding.



Roll No.

**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**SET A**

**MID TERM EXAMINATION**

**Even Semester:** 2018-19

**Course Code:** MKT 102

**Course Name:** Marketing Management II

**Program & Sem:** MBA & II Sem

**Date:** 02 April 2019

**Time:** 2 Hours

**Max Marks:** 40

**Weightage:** 20%

**Instructions:**

- (i) Write legibly
- (ii) Draw diagrams for required questions

**Part A**

Answer **all** the Questions. **Each** question carries **three** marks.

(4Qx3M=12)

1. What is a marketing plan? Write any two points why marketing plan is important.
2. Explain how the tool of SWOT Analysis, helps Marketing Strategy.
3. What is competitive advantage? Explain types of competitive advantage.
4. Name the roles in buying centers.

**Part B**

Answer **all** the Questions. **Each** question carries **four** marks.

(3Qx4M=12)

5. Assume in your internship interview if question is asked "*how you differentiate consumer markets to business markets*"? How would you answer?
6. Services marketing has an extension of 'product marketing mix'? Justify with examples.
7. What is competitive analysis? If you join an organization as a marketing manager explain how you analyze your competitors.

### Part C

Answer **both** the Questions. Each Question carries **eight** marks. (2Qx8M=16)

8. Based on Ansoff's matrix classify the marketing strategies of following products:

- a. Liquor company starting business in Airlines. (2M)
- b. chocolate company launching in their existing chocolate brand in new markets. (2M)
- c. Automobile modified the existing brand and launched a new brand. (2M)
- d. Ayurveda brand want to increase revenue in present market. (2M)

9. The following are the business clients from which you are generating revenue as follows.

CLIENT	REVENUE/ANNUM
Akhila Enterprises	Rs.1,00,00,000
Pratika Enterprises	Rs. 50,00,000
Bhaskar Enterprises	Rs.5,00,000
Sanjay & Sons	Rs.2,50,000
Gupta & Gupta	Rs. 25,00,000

- a. Define KAM. Explain how you classify the above clients under KAM. (3M)
- b. Explain the relationship stage of the above clients based on above revenue. (3M)
- c. Explain is it easy to acquire a new customer or retain an existing client? Justify (2M)



Roll No

**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**END TERM FINAL EXAMINATION**

**Even Semester:** 2018-19

**Course Code:** MKT 102

**Course Name:** Marketing Management II

**Program & Sem:** MBA & II Sem

**Date:** 22 May 2019

**Time:** 3 Hours

**Max Marks:** 80

**Weightage:** 40%

**Instructions:**

- (i) Attempt all questions
- (ii) Write legibly
- (iii) Draw charts/diagrams for required questions

**Part A**

Answer **all** the Questions. **Each** question carries **five** marks.

(4Qx5M=20M)

1. Define a 'Brand' and 'Brand Equity'.
2. What is social media marketing? Explain its advantages.
3. Name any two products which are in the 'Decline' stage of PLC with reasons for same.
4. Define 'Retailing'. What are the value additions of Retailing?

**Part B**

Answer **all** the Questions. **Each** question carries **ten** marks.

(3Qx10M=30M)

5. 'Samsung' wants to introduce a new-gen mobile phone, which its R & D division has proposed. You are the marketing manager for Samsung. Explain the 'New Product development' stages that you will follow for commercializing this product.
6. What is Green marketing? How Green Marketing practices can be useful for organization. Think of some 'Green Marketing' Initiatives that companies can adopt for any company of your choice.
7. What is BCG matrix? How does it help a marketing manager in planning the strategies for the 4P's of marketing Mix elements? Take an example and explain.

## Part C

Answer **both** the Questions. **Each** question carries **fifteen** marks.

(2Qx15M=30M)

8.

### ALUTECH COMPANY

In a newly established company, ALUTECH, manufacturing and marketing aluminum extruded products, such as doors, windows and partition frames, heat sinks for electronic products like computers and printers and other industrial applications, the sales and Marketing managers decided to initially sell the products in Southern markets of Karnataka, Andhra Pradesh, Tamil Nadu and Kerala, as its factory was located near Bangalore. The B2B Company's clients include IT companies, offices, hospitals, hotels and also manufacturers of computers and printers. The company appointed two sales persons for Karnataka and one each for Tamil Nadu, Andhra Pradesh, Telangana and Kerala for selling its products to dealers and Industrial customers. The sales and marketing manager was aware that having five sales persons to cover the entire Southern market was inadequate. Unfortunately, all the Salespeople had experience in selling B2C Products but never sold B2B to Industrial and Organization customers directly. As a marketing Manager of the company, the biggest challenge before you is to gear up for the expectations of the top management.

#### Questions

- a. Explain the stages of 'Organizational Buying'.
  - b. How would you plan to train the salesforce, of 'ALUTECH', in the segment of B2B selling, which has clear differences from B2C Selling?
9. Reliance has entered the Mobile data services with its 'Jio' brand and has made huge inroads into the segment and is capturing the market share of its competitors.
- a. What is the pricing strategy that 'Jio' is following in this segment and why? What strategies should Reliance adopt to cater to all the target customers?
  - b. How can the competitors of 'Jio' counter the strategy of 'Jio'?