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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term Examinations, August 2024**

**Winter Semester**: 2023-24

**Course Code**: BBL 2005

**Course Name**: Marketing Management

**Program & Sem**: BBL

**Date**: 08.08.2024

**Time**: 9.30AM -12.30PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questionscarefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any Five Questions. (5Qx 2M=10M)**

1. Identify strategies for defining and segmenting the target audience in social marketing. (CO1) [Remember]
2. Discuss the concept of relationship marketing and its role in marketing. (CO1) [Remember]
3. Describe any three components of demographic factor that can be considered as a basis for segmentation, targeting and positioning. (CO2) [Understanding]
4. Marketing approach that over emphasizes on the product marketed by them is called as (CO2) [Understanding]
5. Define social marketing and its purpose with one example   (CO2) [Understanding]
6. Define marketing and discuss its significance in the modern world. (CO2) [Understanding]
7. Identify three cultural factors that can influence an MNC to have an adaptive approach when they operate in foreign countries. . (CO1) [Remember]

**Part B**

**Answer any Five Questions. (5Qx 10M=50M)**

1. Classify the Influence of Social science on buyer behaviour studies. Describe their determinants.

(CO2) [Understanding]

1. Generalize the various psychological factors affecting the consumer behaviour.

(CO2) [Understanding]

1. Classify any two instances of the political and economic external environment that the organization

has to take into consideration while performing the PESTEL study. (CO2) [Understanding]

1. Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organizations and ideas. The product can be intangible or tangible as it can be in the form of services or goods. Describe product and services and elaborate classification of products with example.

(CO2) [Understanding]

1. Product mix consists of every product a business develops and sells. Within a product mix. The product mix is the assortment of products an organization delivers or offers to the commercial centre. The product mix incorporates several dimensions. Discuss and briefly explain each one of the product mix dimensions with example.    (CO2) [Understanding]
2. Interprete Segmentation and briefly explain the levels of market segmentation.

(CO2) [Understanding]

1. Elaborate the concept of consumer behaviour and discuss the factors influencing consumer behaviour with suitable examples. (CO4) [Application]

**Part C**

**Answer any Two Questions. (2Qx 20 M=40M)**

1. FreshFit, a company specializing in healthy snacks, was founded in 2015 by two nutrition enthusiasts. Their product line includes granola bars, protein shakes, fruit chips, and organic nuts. Initially, FreshFit targeted health-conscious consumers broadly. While the brand enjoyed early success, growth plateaued as competition intensified and the market for healthy snacks became more saturated. (CO4) [Application]

Q. Evaluate the product, price, place, and promotion strategies FreshFit used for each segment. What improvements would you recommend?

1. Classic Cola, a beverage company established in the early 1900s, was once a market leader. Over the decades, it built a strong brand identity with its unique formula and vintage appeal. However, in recent years, the company has faced declining sales due to increased competition, changing consumer preferences, and a failure to innovate. The brand’s marketing strategy had largely relied on nostalgia and heritage, which didn't resonate with the younger demographic.

Q. Assess the effectiveness of Classic Cola’s social media campaign. What improvements could be made to enhance engagement and conversion rates? (CO3) [Application]

1. ABC is a car manufacturing company which has been in the industry from last 15 years. Company have a portfolio of cars in the market, but not all the car models marketed by ABC is enjoying good sales and few car models are only proving to be a cost centre with no revenue generation. Company has decided to increase its investment in the Car models that are high on demand and also the models that are likely to pick up sales in future. Apply a suitable Matrix or a model that can help ABC company to take various decision as mentioned in the case.

(CO3) [Application]